

## RYAN HAMILTON

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Goizueta Business School  
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### Academic Positions

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*Associate Professor of Marketing, 2014 - present*

*Assistant Professor of Marketing, 2008 - 2014*

Goizueta Business School, Emory University

Courses taught: Marketing Management (MBA), Consumer Behavior (PhD, MBA, BBA)

### Education

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*Ph.D., Marketing, June 2008*

*Emphasis: Psychology*

Kellogg School of Management, Northwestern University, Evanston, IL

*B.S., Applied Physics, December 1999*

*Emphasis: Computer Science; Minors: English, Communications and Mathematics*

Brigham Young University, Provo, UT

### Research Interests

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Consumer psychology, judgment and decision-making, pricing and price image, branding, assortments, visual information processing

### Publications, Peer Reviewed

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Kahn, Barbara E., Alexander Chernev, Ulf Böckenholt, Kate Bundorf, Michaela Draganska, Ryan Hamilton, Robert J. Meyer & Klaus Wertenbroch (forthcoming) "The Effect of Consumer and Managerial Goals on Assortment Design," *Marketing Letters*.

Hamilton, Ryan, Kathleen Vohs & Ann McGill, (2014) "We'll Be Honest, This Won't Be the Best Article You'll Ever Read: The Use of Dispreferred Markers in Word-of-Mouth Communication," *Journal of Consumer Research*, 41 (June), 197-212.

Hamilton, Ryan & Alexander Chernev, (2013) "Low Prices are Just the Beginning: Price Image in Retail Management," *Journal of Marketing*, 70 (November), 1-20.

Jap, Sandy, Diana Robertson, Aric Rindfleisch & Ryan Hamilton, (2013) “Low Stakes Opportunism,” *Journal of Marketing Research*, 50 (April), 216-227.

Larson, Jeffrey & Ryan Hamilton, (2012) “When Budgeting Backfires: How Self-imposed Price Restraints Can Increase Spending,” *Journal of Marketing Research*, 49 (April), 218-230.

Press coverage at *New York Times*, *Wall Street Journal*, *Time* and others

Jap, Sandy, Diana Robertson & Ryan Hamilton, (2011) “The Dark Side of Rapport: Agent Misbehavior Face-to-Face and Online,” *Management Science*, 57 (September), 1610-1622.

Hamilton, Ryan, Kathleen Vohs, Anne-Laure Sellier & Tom Meyvis, (2011) “Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources,” *Organizational Behavior and Human Decision Processes*, 115 (May), 13-24.

Press coverage at *USA Today*, *Wall Street Journal*, *Chicago Sun Times*, CNN Headline News, *Men’s Health*, *Psychology Today*, CBS News Radio and others

Chernev, Alexander, Ryan Hamilton & David Gal, (2011) “Competing for a Consumer’s Identity: Limits to Self-Expression and the Perils of Lifestyle Branding,” *Journal of Marketing*, 75 (May), 66-82.

Press coverage at *Reuters*, *Financial Times*, *Forbes*, *Yahoo!*, *Brand Channel*, *Marketing Daily* and others

Hamilton, Ryan & Alexander Chernev, (2010) “The Impact of Product Line Extensions and Consumer Goals on the Formation of Price Image,” *Journal of Marketing Research*, 47 (February), 51-62.

Chernev, Alexander & Ryan Hamilton, (2009) “Assortment Size and Option Attractiveness in Consumer Choice among Retailers,” *Journal of Marketing Research*, 46 (June), 410-420.

Hamilton, Ryan, Jiewen Hong, & Alexander Chernev (2007) “Perceptual Focus Effects in Choice,” *Journal of Consumer Research*, 34 (August), 187-199.

### **Publications, Not Peer Reviewed**

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Hamilton, Ryan & Alexander Chernev, (2010) “Managing Product Assortments: Insights from Consumer Psychology,” in *Kellogg on Marketing*, Alice M. Tybout & Bobby Calder ed. New York: Wiley

Chernev, Alexander & Ryan Hamilton (2009) “Compensatory Reasoning in Choice,” in *The Social Psychology of Consumer Behavior*, *Frontiers of Social Psychology*, Michaela Wanke ed., Arie W. Kruglanski & Joseph P. Forgas, series ed. New York: Psychology Press

### **Working Papers and Manuscripts under Review**

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Ma, Jingjing, Ryan Hamilton & Alexander Chernev, “The Unexpressed Self: The Impact of Restricting Freedom of Speech on Brand Choice.”

Popovich, Deidre & Ryan Hamilton, “The Desire to Acquire Wish List Items: The Ironic Effect of Choosing to Delay Aspirational Purchases.”

Hamilton, Ryan & Oleg Urminsky, “Inference not Reference: The Price Image Heuristic as an Alternative to Reference Price Theories.”

Hamilton, Ryan, Jiewen Hong, Alexander Chernev & William Hedgcock, “Visual Restructuring and Individual Decision Making”

Rodriguez-Vila, Omar, Ryan Hamilton & Sundar Bharadwaj, “The Effect of Message Placement on Reaction to Sustainability Claims: A Field Experiment.”

Goldsmith, Kelly & Ryan Hamilton, “On The Negative Consequences of Thinking About Häagen-Dazs Cottage Cheese: Low Fit Brand Extensions and Self-Regulatory Depletion”

Bartels, Daniel M., Samuel B. Day and Ryan Hamilton, “Shadows of Decisions Past: Use of Prior Attribute Weights in Repeated Choice”

## **Awards and Honors**

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MBA Teaching Excellence Award, Junior Faculty, Goizueta Business School, 2010 & 2011. This award is bestowed by the MBA students.

One of “The World’s Best 40 B-School Profs Under the Age of 40,” *Poets & Quants*, (<http://poetsandquants.com/2011/02/11/best-prof-ryan-hamilton/>), 2011  
List reprinted at *CNN Money*, *Forbes*, and *Fortune*

Faculty Participant, AMA Sheth Doctoral Consortium, Northwestern University, 2014  
Marketing Science Institute, Young Scholar, 2013

Fellow, Advertising Education Foundation, Visiting Professor Program, Energy BBDO, Chicago, IL, 2011

Fellow, AMA Sheth Doctoral Consortium, Arizona State University, 2007

Fellow, Whitebox Advisors Graduate Student Conference, Yale University, 2006

Fellow, Haring Symposium, Indiana University, 2006

## **Invited Presentations**

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2014 – University of Pennsylvania, University of Chicago, Brigham Young University

2013 – Boston University

2012 – Hong Kong University of Science and Technology, Columbia University, University of Wisconsin—Madison, Texas A&M

2007 – University of South Carolina, Emory University, Vanderbilt University, Brigham Young University, Pennsylvania State University, University of Notre Dame, University of Chicago

## **Teaching**

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### *Marketing Management*

Full-time MBA (2009-2012), One-year MBA (2009-2010), Evening MBA (2013)

### *Consumer Behavior*

Full-time/One-year MBA (2013), BBA (2013)

### *Consumer Behavior*

PhD (2009, 2011, 2013)

## **Membership & Service**

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Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

Ad hoc reviewer for *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Management Science*, *Journal of Personality and Social Psychology*, *Cognitive Science*, *Journal of Experimental Social Psychology*, *Journal of Economic Psychology*, Association for Consumer Research, Society for Consumer Psychology, *International Journal of Conflict Management*

Faculty participant, AMA Sheth Foundation Doctoral Consortium, Evanston, IL, 2014

Faculty participant, SCP Doctoral Symposium, Miami, FL, 2014

Faculty participant, Inaugural AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, India, 2012

Faculty participant, ACR Doctoral Symposium, St. Louis, MO, 2011

Co-chair, Consumer Behavior Track, American Marketing Association, Summer Educator's Conference, San Francisco, CA, 2014

Ad hoc Financial Review Committee member, Society for Consumer Psychology, 2014

Program committee: Society for Consumer Psychology, 2013-2014

## **Service on Dissertation Committees**

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Donald Young, Doctoral Candidate in Accounting at Emory University, 2013

Topic: "Anticipating Human Behavior: How Social Norms and Social Ties Influence Compliance with Financial Reporting Standards"

Committee: Kathryn Kadous (chair), Kristy Towry, Gregory Waymire, Ryan Hamilton

Placement: Georgia Tech

Omar Rodriguez-Vila, Doctoral Candidate in Marketing at Emory University, 2012  
Topic: “Essays on Sustainability, Marketing Capability, and Firm Performance”  
Committee: Sundar Bharadwaj (chair), Jagdish Sheth, Ryan Hamilton, Richard Doner  
Placement: Georgia Tech

Stephen He, Doctoral Candidate in Marketing at Georgia Tech, 2012  
Topic: “Consumer Judgment and Forecasting Using Online Word-of-Mouth”  
Committee: Sam Bond (chair), Koert Van Ittersum, Ryan Hamilton, Nicholas Lurie, and Jack Feldman  
Placement: Manhattan College

Guiyang Xiong, Doctoral Candidate in Marketing at Emory University, 2010  
Topic: “Essays on Business-to-Business (B2B) Marketing Network and Firm Value”  
Committee: Sundar Bharadwaj (chair), Ryan Hamilton, Raj Srivastava  
Placement: University of Georgia

Na (Amy) Wen, Doctoral Candidate in Marketing at Georgia Tech, 2010  
Topic: “Essays on Consumer Decision-Making in Interactive and Information Rich Environments”  
Committee: Nicholas Lurie (chair), Samuel Bond, Goutam Challagalla, Ryan Hamilton  
Placement: City University of Hong Kong

## **Conference Presentations**

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“When Budgeting Backfires: How Self-imposed Price Restraints Can Increase Spending,” (2011), Society for Judgment and Decision Making Conference, Seattle, WA.

“The Dark Side of Rapport: Agent Misbehavior Face-to-Face and Online” (2011) Association for Consumer Research Conference, St. Louis, MO.

“When Budgeting Backfires: How Self-imposed Price Restraints Can Increase Spending,” (2011) Yale Center for Customer Insights Collaborative & Multidisciplinary Research Conference. Yale University, New Haven, CT.

“Competing for a Consumer’s Identity: Limits to Self-Expression and the Perils of Lifestyle Branding,” (2011) Emory Marketing Analytics Center Conference, Emory University, Atlanta, GA.

“The Influence of Price Image on Consumer Choice: Preferring High-Priced Items from Low-Priced Stores,” (2011) Society of Consumer Psychology Conference. Atlanta, GA (session chair).

“When Budgeting Backfires: How Salient Price Constraints Can Increase Spending,” (2011) Society of Consumer Psychology Conference. Atlanta, GA (session chair).

“When Budgeting Backfires: How Salient Price Constraints Can Increase Spending” (2010) Association for Consumer Research Conference. Jacksonville, FL.

“Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources” (2010) 3<sup>rd</sup> Georgia Research Symposium. Georgia State University, Atlanta, GA.

“The Influence of Price Image on Consumer Choice: Preferring High Priced Items from Low Priced Stores” (2009) Yale Center for Customer Insights Collaborative & Multidisciplinary Research Conference. Yale University, New Haven, CT.

“The Moderating Role of Browsing and Buying Goals in Consumers’ Formation of Retailer Price Images,” (2009) Society of Consumer Psychology Conference. San Diego, CA (session chair).

“The Cost of Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources,” (2008) Society of Consumer Psychology Conference. New Orleans, LA.

“Price Image Formation and Point-of-Purchase Decision Making,” (2007) Association for Consumer Research Conference. Memphis, TN (session chair).

“Too Much of a Good Thing? Option Attractiveness and Assortment Choice,” (2006) Association for Consumer Research Conference. Orlando, FL (session co-chair).

“Choice in a Visual Context: The Perceptual Focus Effect and Individual Decision Making,” (2006) Whitebox Advisors Graduate Student Conference. Yale University, New Haven, CT.

“Perceptual Focus Effects in Choice,” (2006) Haring Symposium for Doctoral Research. Indiana University, Bloomington, IN.

“Features vs. Benefits: The Role of Attribute-Mindset Compatibility,” (2006) Society of Personality and Social Psychology Conference, working paper session. Palm Springs, CA.

“Too Much of a Good Thing? Option Attractiveness and Assortment Choice,” (2005) Society of Judgment and Decision Making Conference. Toronto, ON.

“Perceptual Heuristics in Individual Decision Making: The Case of Focus and Highlighting Effects in Choice,” (2005) Society of Judgment and Decision Making Conference, working paper session. Toronto, ON.

“Consumer Weighting of Features and Benefits: The Role of Attribute-Mindset Compatibility,” (2005) Association for Consumer Research Conference, working paper session. San Antonio, TX.

“Visual Reasoning in Consumer Choice,” (2005) Society of Consumer Psychology Conference. St. Pete’s Beach, FL.

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## Press

“New Bank Fees Drive Customers to Credit Unions,” (October 31, 2011) *America’s Newsroom*, Fox News Channel

“Making the Most of Business School Rankings,” (March 28, 2011) *Bloomberg Businessweek*

“Brand Names Live After Stores Close,” (April 14, 2009) *New York Times*