

BARBARA E. KAHN

219 Jenkins Building
School of Business Administration
University of Miami
Coral Gables, FL 33156

I. EDUCATIONAL BACKGROUND

A. Degrees

Ph.D. Columbia University, Marketing, 1984
M.Phil., Columbia University, Marketing, 1984
M.B.A., Columbia University, Marketing/Statistics, 1982
B.A., University of Rochester, English Literature, 1974

B. Dissertation: "Measuring Variety-Seeking and Reinforcement Behavior Using Panel Data." Chair: Donald G. Morrison

II. TEACHING ACCOMPLISHMENTS

A. Faculty and Administrative Positions

Dean and Professor of Marketing, School of Business Administration, University of Miami, Coral Gables, FL, August 2007 – present.

Dorothy Silberberg Professor of Marketing, The Wharton School, University of Pennsylvania, Philadelphia, PA, July 1999-August 2007.

Vice Dean and Director of the Undergraduate Program, The Wharton School, University of Pennsylvania, Philadelphia, PA, July 2003- August 2007.

Professor, The Wharton School, University of Pennsylvania, Philadelphia, PA, July 1995-1999.

Faculty, Psychology Graduate Group, University of Pennsylvania, Philadelphia, PA, 1998-present

Visiting Academic, University of Sydney, Marketing Department, Faculty of Economics, Sydney, Australia, July-December 1996

Stephen M. Peck Term Associate Professor, The Wharton School, University of Pennsylvania, Philadelphia, PA, 1990-1995 (tenured July 1992)

Hakuhodo Visiting Scholar (Kyakuin-kenkyuin) at the University of Tokyo, Faculty of Economics, Tokyo, Japan, June-July 1993.

Acting Associate Professor, John E. Anderson Graduate School of Management, UCLA, Los Angeles, CA, 1989-90

Visiting Assistant Professor, The Wharton School, University of Pennsylvania, Philadelphia, PA, 1988-89

Assistant Professor, John E. Anderson Graduate School of Management, UCLA, Los Angeles, CA. 1984-88

Lecturer, Pace University, New York, NY. 1983

B. Courses Taught

1. Undergraduate courses

Marketing Research
Introduction to Marketing (400-500 students/semester)
Consumer Behavior
Strategic Brand Management

2. Graduate courses

Marketing Management (MBA)
Marketing Strategic Management (MBA)
Introductory Statistics (MBA)
Management Field Studies Advisorship (MBA)
Marketing Strategy (MBA, WEMBA)
Marketing Research: Design and Evaluation (MBA)
Customer Behavior (MBA)
Strategic Brand Management (MBA)
Stochastic Models of Marketing (MBA)
Special Research Topics in Marketing, (Ph.D)
 1. Stochastic Models
 2. Variety

3. Executive Education

UCLA Executive Program (1985-91)
Marketing Management
Quantitative Marketing Management
Marketing Research, Medical Marketing

The Wharton School Executive Education (1990-present)

Open Enrollment

New Products Marketing
Industrial Marketing Strategy
Building and Leveraging Brand Equity
Executive Development Programs
Advanced Management Program
Prospering in Newly Deregulated Environments
Leading Organizational Change
Webmetrics
Competitive Marketing Strategy
Essentials of Marketing
EFellows
Customer Relationship Management

Custom Programs

Association of Ophthalmology Professionals; Bell Atlantic; Samsung; Nijenrode University; Siam Cement (in Thailand); Siam Commercial Bank (in Thailand); ATT-GIS (in Dayton, OH); Stratus; AIMSE; Telnor; American Institute for Chartered Property and Casualty Underwriters; Fannie Mae; Independence Blue Cross; Liechtenstein Global Trust; Columbia Energy; Merrill Lynch; State Farm; Securities Industry Association; Brand Management Leadership Institute; UNUM; Woodside Travel Trust; 3Com (Latin American group); Jiangsu, China Program; Johnson & Johnson Fellows; Lucent Technology; TeleDenmark; Bethlehem Steel; Morgan Stanley Dean Whitter; Dupont; Glaxo SmithKlein Fellows; Givaudan; Textron; DeGussa; Deutsch Post (in Germany), Interbrew, Centocor, Wyeth, Microsoft (in Seattle), Aventis; Cemex, Stockholm School of Economics; Bank of America; Girl Scouts of America, United Healthcare, Medtronics (in Minneapolis), ITC (in Kolkata, India), Coca Cola, Hitachi (in Tokyo, Japan), UDEM (in Monterrey, Mexico), Newell Rubbermaid

Professional Seminars to Companies, Trade Associations

TRW, Los Angeles (1986)
Epson Printers, Los Angeles (1987)
Promotion Marketing Assoc. of America (PMAA), New York City (1993)
Warner Lambert, New Jersey (1993)
ACTMEDIA, Key West, Florida (1994)
International Dairy, Deli, Bakery Association, (IDDA), Baltimore (1994)
Rosenbluth Travel, Philadelphia (1996)
Decision One, Frazer, PA (1996)
Cigna Insurance, Philadelphia (1996)
Abbott Laboratories, Chicago (1996)
Market Research Society of Australia/Market Research Society of New Zealand, Gold Coast, Queensland, Australia (1996)
Point-of-Purchase-Advertising-Institute, New York, NY (1997)

IBMEC, Rio de Janeiro, Brazil (1998)
11th Annual Meeting of the Asian Executive Board, The Wharton School, Taipei,
Taiwan (1998)
Committee for Economic Development of Australia (CEDA), Sydney, Australia,
Melbourne, Australia (1998)
Chubb Insurance Co., New York, NY (1998)
Entergy, Jackson, MI (1998)
Securities Industry Association, San Diego, CA (1999)
Equipment Leasing Association of America, Chicago, IL (1999); California
(2001, 2002)
McCormick, Baltimore, MD (2000, 2001)
Dentsply, Philadelphia PA (2000)
International Enterprise Singapore, Singapore (2002)
Lockheed Martin, Washington, D.C. (2003-04)
Vulcan, Alabama (2003), (2005)
Janssen, NJ (2003-04)
Astra Zeneca, DE (2003)
Johnson & Johnson, NJ (2004)
Olive Garden Restaurants, Orlando, FL (2004)
Marriott Hotels, Maryland (2004-07)
Sporting Goods Manufacturer's Association, Washington DC (2006)
Patient-Centric Marketing Conference, Princeton, NJ (2006)
Cushman-Wakefield, Mexico City, Mexico (2007)

4. Doctoral Committees:

Membership on Doctoral Committees

Tina Kiesler, UCLA, AGSM, 1986-90
Talia Rymon, The Wharton School, 1992-93
Yong Shi, The Wharton School, 1995
Naomi Mandel, The Wharton School, 1999-2000
Wendy Moe, The Wharton School, 1999-2000
Susan Hogan, The Wharton School, 2000-2001
Andrea D. Gurmankin, Psychology Department, University of Penn.
2000-2003
Helena Szrek, Healthcare Management, The Wharton School, 2003-05
Noah Lim, The Wharton School 2004-05
Joseph Redden, The Wharton School 2005-06
Yanliu Huang, The Wharton School, 2006-2009

Chair (or co-chair) of Doctoral Committees

Kimberly Taylor, PhD candidate, The Wharton School, 1992-94
Satya Menon, PhD candidate, The Wharton School, 1993-95
(Winner of MSI Doctoral Dissertation Proposal Award, 1994)

(Winner of AMA Doctoral Dissertation Award, 1996)
Andrea Morales, PhD candidate, The Wharton School, 1999-2002
(Honorable Mention, *JCR* Ferber Award, 2005)
Elizabeth Miller, PhD candidate, The Wharton School, 2000-2003
(Winner of SCP-SHETH Dissertation Proposal Competition, 2002)
Xiaoyan Deng, PhD candidate, The Wharton School, 2006-2009

5. Multi-Media Development

- a) *Video*: "Creating Customer Value: Essentials of Marketing," part of the Wharton Executive Education Video Series
- b) Distance Learning at Westcott Communications—taught a basic marketing course by satellite to over 300 executives across the United States
- c) Wharton Direct program –taught a marketing strategy session by satellite and two-way video conferencing to 35 site locations across the US

III. PUBLICATIONS AND RESEARCH

A. Publications

1. Books

Kahn, B. E. and L. McAlister (1997), *Grocery Revolution: The New Focus on the Consumer*, Reading, MA: Addison Wesley, Longman

Kahn, B. E. and M. F. Luce (eds.) (2004) *Advances in Consumer Research*, Valdosta, GA : Association for Consumer Research

2. Articles Published in Refereed Journals

Kahn, B. E., M. Kalwani, and D. Morrison, "Measuring Variety-Seeking and Reinforcement Behaviors Using Panel Data," *Journal of Marketing Research*, XXIII, 89-100, May 1986. **Finalist for 1991 JMR O'Dell Award.**

Huber, J., M. Holbrook, and B. E. Kahn, "Effects of Competitive Context and of Additional Information on Price Sensitivity," *Journal of Marketing Research*, XXIII, 250-260, August 1986.

Kahn, B. E., D. Morrison, and G. Wright, "Aggregating Individual Purchases to the Household Level," *Marketing Science*, 5, 260-268, Summer 1986.

Farley, J., B. E. Kahn, D. Lehmann, and W. Moore, "Modeling Management's Plans for Flexible Automation," *Sloan Management Review*, 28, 5-16, Winter

1987.

Kahn, B. E., W. Moore, and R. Glazer, "Experiments in Constrained Choice," *Journal of Consumer Research*, 14, 96-113, June 1987.

Kahn, B. E., "A Theoretical Model of Interpurchase Times," *Applied Stochastic Models and Data Analysis*, 3, 93-109, June 1987.

Kahn, B. E. and R. Sarin, "Modeling Ambiguity in Decisions Under Uncertainty," *Journal of Consumer Research*, 15, 265-273, September 1988.

Kahn, B. E., M. Kalwani, and D. Morrison, "Nicheing versus Change of Pace Brands: Using Purchase Frequencies and Penetration Rates to Infer Brand Positionings," *Journal of Marketing Research*, 25, 384-390, November 1988.

Kahn, B. E. and D. Morrison, "A Note on 'Random' Purchasing: Additional Insights from Dunn, Reader and Wrigley," *Applied Statistics*, 38, 111-114, 1989.

Kahn B. E. and D. Schmittlein, "Shopping Trip Behavior: An Empirical Investigation," *Marketing Letters*, 1, 55-70, December 1989.

Kahn, B. E. and T. Louie, "The Effects of Retraction of Price Promotions on Brand Choice Behavior for Variety-Seeking and Last-Purchase Loyal Customers," *Journal of Marketing Research*, XXVII, 279-289, August 1990.

Kahn, B. E. and R. Meyer, "Consumer Multiattribute Judgments Under Attribute Weight Uncertainty," *Journal of Consumer Research*, 17, 508-522, March 1991.

Glazer, R., B. E. Kahn, and W. Moore, "The Influence of External Constraints on Brand Choice: The Lone Alternative Effect," *Journal of Consumer Research*, 17, 119-127, June 1991.

Kahn, B. E., and J. Raju, "The Effects of Price Promotions on Variety-Seeking and Reinforcement Behavior," *Marketing Science*, 10, 316-337, Fall 1991.

Kahn, B. E., and D. R. Lehmann, "Modeling Choice Among Assortment," *Journal of Retailing*, 67, 274-299, Fall 1991. **First Runner-up for Best Article Award, *Journal of Retailing*, 1991.**

Feinberg, F., B. E. Kahn, and L. McAlister, "Market Share Response When Consumers Seek Variety," *Journal of Marketing Research*, 29, May 1992, pp. 227-237.

- Burke, R. B., B. Harlam, B. E. Kahn and L. Lodish, "Comparing Dynamic Consumer Decision Processes in Real and Computer-Simulated Environments," *Journal of Consumer Research*, 18, June 1992, pp. 71-82.
- Kahn, B. E. and D. C. Schmittlein, "The Relationship between Purchases Made on Promotion and Shopping Trip Behavior," *Journal of Retailing*, special issue, 68, Fall 1992, pp. 294-315.
- Kahn, B. E. and A. M. Isen, "The Influence of Positive Affect on Variety-Seeking Among Safe, Enjoyable Products," *Journal of Consumer Research*, 20, September 1993, pp. 257-270.
- Feinberg, F., B. E. Kahn, and L. McAlister, "Implications and Relative Fit of Several First-Order Markov Models of Consumer Variety-Seeking," *European Journal of Operations Research*, Special Issue on Stochastic Models of Consumer Behavior, Vol. 76, (July 28) No. 2, 1994, 309-320.
- Corfman, K. P. and B. E. Kahn, "The Influence of Member Heterogeneity on Dyad Judgment: Are Two Heads Better Than One?" *Marketing Letters*, 6:1 1995, 23-32.
- Kahn, Barbara E., "Consumer Variety-Seeking Among Goods and Services: An Integrative Review," *Journal of Retailing and Consumer Services*, 2:3, 1995, 139-48.
- Mitchell, D. J., B. E. Kahn and S. C. Knasko, "There's Something in the Air: Effects of Congruent and Incongruent Ambient Odor on Consumer Decision-Making," *Journal of Consumer Research*, 22, September 1995, 229-238.
- Menon, S. And B.E. Kahn, "The Impact of Context on Variety-Seeking in Product Choices," *Journal of Consumer Research*, 22, December 1995, 285-295.
- Kahn, B. E. and J. Baron, "An Exploratory Study of Choice Rules Favored for High Stakes Decisions," *Journal of Consumer Psychology*, Vol. 4 (4), 1995, 305-328.
- Kahn, B. E., R. Ratner, and D. Kahneman, "Patterns of Hedonic Consumption Over Time," *Marketing Letters*, 1997, 85-96.
- Kahn, B.E., E. Greenleaf, J. R. Irwin, A. M. Isen, I. P. Levin, M. F. Luce, M. C. F. Pontes, J. Shanteau, M. Vanhuele, and M. J. Young, "Medical Decision Making," *Marketing Letters*, 1997, 361-375.

- Kahn, B. E., "Dynamic Relationships with Customers: High-Variety Strategies," *Journal of the Academy of Marketing Science*, Vol. 26 (Winter), 1998, 45-53.
- Huffman, C. and B.E. Kahn, "Variety for Sale: Mass Customization or Mass Confusion?" *Journal of Retailing*, Winter 1998, Vol. 74 (4), 491-513.
Winner of: 2000 William R. Davidson Award for articles in *Journal of Retailing*, 1998, best contributing to theory and practice in retail marketing, third prize.
- Dellaert, B. G. C., and B. E. Kahn, "How Tolerable is Delay: Consumers' Evaluations of Internet Web Sites after Waiting," *Journal of Interactive Marketing*, (1999), Vol. 13, #1 (Winter), 41-54.
- Ratner, R. K., B. E. Kahn and Daniel Kahneman, "Choosing Less-Preferred Experiences for the Sake of Variety," *Journal of Consumer Research*, June, (1999), 1-15.
- West, P. M., D. Ariely, S. Bellman, E. Bradlow, J. Huber, E. Johnson, B. Kahn, J. D. C. Little, and David Schkade, "Agents to the Rescue?," *Marketing Letters* (1999).
- Luce, M. F. and B. E. Kahn, "Avoidance or Vigilance: The Psychology of False Positive Test Results," *Journal of Consumer Research* (1999) Dec, Vol. 26, Iss. 3. 242-260.
- Kahn, B.E. "Introduction to the Special Issue: Assortment Planning," *Journal of Retailing*, Vol. 75 (3), (1999), invited paper, 289-294.
- Conant EF, Luce MF, Kahn B, Orel SG, Weinstein SP, Zuckerman, JA, "Attitudinal Variables of Patients Referred for Diagnostic and Screening Mammography: What Can We Do to Reduce the Stress and Improve Compliance?," *Radiology* 1999; 213 (P): 410.
- Menon, S. and B. E. Kahn, "Cross-Category Effects of Induced Arousal and Pleasure on the Internet Shopping Experience" *Journal of Retailing*, 2002; 78, 31-40.
- Kunreuther, H., R Meyer, R Zeckhauser, P Slovic, B Schwartz, C Schade, M F Luce, S Lippman, D Krantz, B Kahn, R Hogarth. "High Stakes Decision Making: Normative, Descriptive and Prescriptive Considerations," *Marketing Letters*, Vol. 13 (3), August 2002, 259-268.

- Ratner, Rebecca K. and B. E. Kahn, "The Impact of Private vs. Public Consumption on Variety Seeking Behavior," *Journal of Consumer Research*, September 2002, Vol. 29 (2), 246-258.
- Nowlis, S, B. E. Kahn and R. Dhar, "Coping with Ambivalence: The Effect of Removing a "Fence Sitting" Option on Consumer Attitude and Preference Judgments," *Journal of Consumer Research*, December 2002, Vol. 29 (3), 319-335..
- Menon, S. and B. E., Kahn, "Corporate Sponsorship of Philanthropic activities: When Do They Impact Perception of Sponsor Brand?" *Journal of Consumer Psychology*, Volume 13, Number 3, 2003, 316-327.
- Kahn, B. E. and Luce, M. F., "Understanding High Stakes Consumer Decisions: The Problem of Mammography Adherence Following False Alarm Test Results," *Marketing Science*, Volume 22, Issue 3, 2003, 393-410.
- Kahn, B. E. and Wansink, B, "Impact of Perceived Variety on Consumption Quantity," *Journal of Consumer Research*, March 2004, Vol 30 (4), 519-534. **Finalist for Best Article award, *Journal of Consumer Research*, 2007.**
- Morales, A., Kahn, B. E., McAlister, L. and Broniarczyk, S. M. "Perceptions of Assortment Variety: The Effects of Congruency Between Consumers' Internal *ýýd Reýýilers' External Organization,*" *ýýjournal of Retailing*, 2005, Vol. 81 (2), 159-169. **2007 Davidson Award for the Best article in *Journal of Retailing* 2005 (Volume 81)**
- Kahn, B. E. , "The Power and Limitations of Social Relational Framing on Understanding Consumer Decision Processes," *Journal of Consumer Psychology*, 2005, Vol. 15 (1), 28-34.
- Miller, E. G. and Kahn, B. E., "Shades of Meaning: The Effects of Color and Flavor Names on Purchase Intentions," *Journal of Consumer Research*, 2005, 32 (1), 86-92.
- Kahn, B. E., Luce, M. F. and Nowlis, S. M., "De-biasing Insights from Process Tests," *Journal of Consumer Research*, 2006 (June), 131-138.
- Kahn, B.E. and Luce, M. F., (2006) "Repeated-Adherence Protection Model (RAP) 'I'm ok and it's a hassle,'" *Journal of Public Policy and Marketing*, 25 (Spring), 79-89..

Miller, E. G., B. E. Kahn and M.F. Luce (2008), "Consumer Wait Management Strategies for Negative Service Events: A Coping Approach," *Journal of Consumer Research*, 34 (Feb), 635-648.

Botti, Simona, Susan Broniarczyk, Gerald Haubl, Ron Hill, Yanliu Huang, Barbara Kahn, Praveen Kopalle, Donald Lehmann, Joe Urbany, Brian Wansink (2008), "Choice Under Restrictions," *Marketing Letters*, 19 (December), 183-200.

Deng, X and B. E. Kahn (2009), "Is Your Product on the Right Side? The "Location Effect" on Perceived Product Heaviness and Package Evaluation," *Journal of Marketing Research*

Mantrala, M, Levy, M, Kahn, B. E., Fox, E., Shah, D, Gaidarev, P., and Dankworth, W (2009), "Why Is Assortment Planning So Difficult for Retailers? A Framework and Research Agenda," *Journal of Retailing*.

Grand, David, Dominick L. Frosh, Andrew W. Perkins and Barbara E. Kahn, (2009), "Effects of Exposure to Small Pharmaceutical Promotional Items on Treatment Preferences," *Archives of Internal Medicine*.

Miller, Elizabeth Gelfand, Mary Frances Luce, Barbara E. Kahn and Emily F. Conant (2009), "Understanding Reactions for Negative Services: The Impact of Efficacy Beliefs and Stage in Process," *Journal of Services Research*.

2. Other Articles

a. Refereed Chapters in Books

Kahn, B. E. and R. Meyer, "Modeling Customer Loyalty: A Customer-Based Source of Competitive Advantage," *The Interface of Marketing and Strategy*, Eds: G. Day, R. Wensley, and B. Weitz, JAI Press, 1990.

Meyer, R. and Kahn, B. E., "Probabilistic Models of Consumer Choice Behavior," *Handbook of Consumer Theory and Research*, Eds: T. Robertson and H. Kassarian, Prentice-Hall, 1990.

Kahn, B. E. and C. Huffman, "Mass Customization," *The Handbook of Technology Management*, Ed: R. C. Dorf, CRC Press, Inc. 1998.

Kahn, B. E., Variety: From the Consumer Perspective," *Research Advances in Variety Management*, Eds: C.S. Tang and T. Ho, Kluwer, 1998.

Kahn, B. E. and A. Morales, "Choosing Variety," *Wharton on Making Decisions*, Eds: H. Kunreuther and S. Hoch, 2001.

Kahn, B. E. and R. Ratner, "Variety for the Sake of Variety? Diversification Motives in Consumer Choice," *Inside Consumption: Frontiers of Research on Consumer Motives, Goals, and Desires*, ed. S. Ratneshwar and David Glen Mick, London: Routledge, 2005.

Kahn, B. E. and X.Deng, "Effects on Visual Weight Perceptions of Product Image Locations on Packaging," ed. Aradhna Krishna, PSYCHOLOGY PRESS, 2009

b. Refereed Proceedings

Kassarjian, H. and B. E. Kahn, "The Ethical Standards of Business Students, Business Professors, and Business People (Abstract), *Western Marketing Educators' Association Conference Proceedings*, 1989.

Kassarjian, H., W. Kassarjian, and B. E. Kahn, "The Ethical Standards of Business People: Results of an Empirical Study and a Plea for Additional Research, *European Marketing Academy Conference Proceedings*, May 1990.

c. Other

Kahn, Barbara, "Variety for Sale," *Chief Executive*, April 1993.

Kahn, Barbara, "Brand Strategies and Consumer Behavior," *Financial Times*, 1998.

Reprinted in: *Mastering Marketing: Complete MBA Companion in Marketing*, Pearson Education Limited, 1999.

Kahn, Barbara, "How Consumers Cope with Information Overload," *Financial Times*, 1998. Reprinted in: *Mastering Marketing: Complete MBA Companion in Marketing*, Pearson Education Limited, 1999.

Kahn, Barbara, "Turn Your Customers into Advocates," *Financial Times*, Oct. 9, 2000. Reprinted in: *Mastering Management 2.0: Your Single-Source Guide*

to Becoming a Master of Management, Pearson Education Limited, 2001

B. Research

1. Research in Progress

Effects of Framing of Probabilities on Screening Adherence (with E. Miller and M. F. Luce)

Too Much Stress: The Negative Consequences for Screening Adherence (with E. Miller, M. F. Luce and K. Passyn)

Visual Perception Effects in Packaging (with X. Deng)

3. Articles Under Review

Retrospective Preference for Variety: An Ease of Retrieval Perspective for consideration for publication at *Journal of Consumer Research* (with M. Lee and S. Varghese)

Effectiveness of Regret-Based Persuasive Appeals for Motivating Adaptive Coping Behavior at *Journal of Consumer Research* (with M. F. Luce and K. Passyn)

3. Working Papers

Kahn, B.E., D. Morrison and G. Wright, "Household Level Brand Switching: Some Theorems on Aggregating Individual Level Choice Behavior," UCLA Center for Marketing Studies, Working Paper, 1985.

Burke, R., B.E. Kahn, L. Lodish, and B. Harlam, "Comparing Dynamic Consumer Decision Processes in Real and Computer-Simulated Environments," Marketing Science Institute Working Paper, # 91-116, June 1991.

Huffman, C. and B. E. Kahn, "Variety for Sale: Mass Customization or Mass Confusion?" Marketing Science Institute Working Paper # 98-111, June 1998.

C. Invited Papers

1. Conference Presentations

- Kahn, B. E., M. Kalwani, and D. Morrison, "Stochastic Models for Variety-seeking," National Meeting ORSA/TIMS, Orlando, FL, November 1983.
- Kahn, B. E. and D. Lehmann, "Bundle Selection: The First Stage in Sequential Choice Process," TIMS-Marketing Science Conference, March 1984, Chicago, IL.
- Kahn, B. E., D. Morrison, and D. Schmittlein, "Why and How Some Simple Models Work," National Meeting ORSA/TIMS, Dallas, TX, November 1984.
- Kahn, B. E. and D. Morrison, "Limitations of Panel Data in the Testing and Estimation of Choice Models," TIMS-Marketing Science Conference, Nashville, TN, March 1985.
- Glazer, R. and B. E. Kahn, "Certainty and Uncertainty in Risky Consumer Choice Contexts," Association for Consumer Research, Las Vegas, NV, October 1985.
- Glazer, R., B. E. Kahn, and B. Moore, "An Experiment in External Constrained Choice," Association for Consumer Research, Las Vegas, NV, October 1985.
- Kahn, B. E. and R. Glazer, "Testing Properties of Prospect Theory's Pi-Function in Consumer Choice Contexts, National Meeting ORSA/TIMS, Atlanta, GA, November 1985.
- Kahn, B. E. and R. Sarin, "Modeling Ambiguity in Probabilities in Decision-Making Under Uncertainty," ORSA/TIMS Marketing Science, Dallas, TX, March 1986.
- Kahn, B. E., M. Kalwani, and D. Morrison, "Is Your Brand An Uncola or the Real Thing: Finding Variety Seeking Brands Using Penetration and Usage Data, Joint National Meeting ORSA/TIMS, Miami Beach, FL, October 1986.
- Kahn, B. E., "Behavioral Decision Theory Issues in Consumer Behavior: Investigation of Ambiguity," 2nd Annual Behavioral Decision Research in Management Conference, Austin, TX, June 1987.
- Kahn, B. E. and K. Nakamoto, "Potential Limitations on Long-Term Advantages of Pioneering Brands: A Demand-Side Explanation," 1987 ORSA/TIMS Marketing Science Conference, Jouy-en-Josas, France, June 1987.
- Kahn, B. E., "A Theoretical Model of Interpurchase Times," National Meeting ORSA/TIMS, St. Louis, MI, October 1987.

- Huber, J., M. Holbrook, and B. E. Kahn, "The Impact of Congruent Information on Price Sensitivity," 1987 Association for Consumer Research Annual Conference, Boston, MA, October 1987.
- Glazer, R., B. E. Kahn, and W. Moore, "Order of Entry Effects in Hierarchical Models of Brand Choice," 1987 Association for Consumer Research Annual Conference, Boston, MA, October 1987.
- Glazer, R., B. E. Kahn, and W. Moore, "Referent and Asymmetric Effects in Hierarchical Models of Brand Choice," 1988 ORSA/TIMS Marketing Science Conference, Seattle, WA, March 1988.
- Kahn, B. E., "Effects of Marketing Environment on Brand-Loyal and Variety-Seeking Consumers," 1988 ORSA/TIMS Marketing Science Conference, Seattle, WA, March 1988.
- Kahn, B. E., "Effects of Couponing on Brand Choice," 1988 Annual Conference of Association for Consumer Research, Honolulu, HI, October 1988.
- Kahn, B. E. and J. Raju, "The Effects of Changes in Frequency and Depth of Promotions," 1989 ORSA/TIMS Marketing Science Conference, Durham, NC, March 1989.
- Kahn, B. E. and R. Meyer, "When Are New and Improved Products Worth the Price," 1989 ORSA/TIMS Marketing Science Conference, Durham, NC, March 1989.
- Kahn, B. E., "Effects of Price Promotions: An Experimental Approach," National Meeting of ORSA/TIMS, New York, NY, October 1989.
- Feinberg, F., B. E. Kahn, and L. McAlister, "Market Share Response When Consumers Seek Variety," 1989 Annual Conference of Association for Consumer Research, October 1989, Nashville, TN.
- Kahn, B. E. and R. Meyer, "Consumer Multiattribute Judgments under Weight Uncertainty," Annual Conference of Association for Consumer Research, Nashville, TN, October 1989.
- Burke, R., B. Harlam, B. E. Kahn, and L. Lodish, "Purchase Time Compression Study: Comparison of Laboratory Purchasing with Actual Purchasing Behavior," 1990 ORSA/TIMS Marketing Science Conference, Champaign-Urbana, IL, March 1990.

- Kahn, B. E. and A. Isen, "The Effect of Positive Affect on Variety-Seeking Behavior," Annual Conference of Association for Consumer Research, October 1990, New York City.
- Eliashberg, J., Kahn, B. E., and R. Meyer, "Modeling Ambiguity in Multi-Attribute Decisions," ORSA/TIMS Joint Conference National Meeting, October 1990, Philadelphia, PA.
- Kahn, B. E. and W. Ross, "An Experimental Look at How People Combine Forecasts," Marketing Science Conference, March 1991, Wilmington, DE.
- Kahn, B. E., "Interactions of Uncertainty and Positive Affect on Brand Switching Behavior," Marketing Science Conference, March 1991, Wilmington, DE.
- Kahn, B. E., and D. R. Lehmann, "Choice Among Menus," ORSA/TIMS Joint Conference, Anaheim, CA, October 1991.
- Kahn, B.E., and W. Ross, "How People Combine Forecast," Behavioral Decision Research in Management, Berkeley, CA, June 1992.
- Isen, A., and B.E. Kahn, "Interaction of Frame of Reference on Brand Switching Behavior and Positive Effect," Marketing Science Conference, July 1992, London, England.
- Corfman, K., and B.E. Kahn, "Are Two Heads Better Than One?," Marketing Science Conference, July 1992, London, England.
- Kahn, B. E. J., Huber, and M. Holbrook, "The Influence of Time Pressure on Choice," Annual Conference of Association for Consumer Research, October 1992, Vancouver B.C.
- Mitchell, D., Kahn, B. E., and Knasko, S., "The Effects of Ambient Odor on Decision-Making," Annual Conference of Association for Consumer Research, October 1993, Nashville, TN.
- Harlam, B. and B. Kahn, "The Effects of Price Promotions on Information Search, Choice Strategies and Brand Loyalty," Marketing Science Conference, Tucson, AZ, March 1994.
- Menon, S., B. Kahn, and R. Burke, "The Effects of Changing Situations on Variety-Seeking Behavior," Marketing Science Conference, Tucson, AZ, March 1994.
- Kahn, B.E., Huber, J., Holbrook, M.B., "The Effects of Price and Quality Attacks

on Prior Favorite," Marketing Science Conference, Tucson, AZ, March 1994.

Harlam, B. and B. E. Kahn, "The Effects of Price Promotions on Information Search, Choice Strategies and Brand Loyalty," Association for Consumer Research, Boston, MA October 1994.

Menon, S., and B. Kahn, "Impact of External Context on Variety-Seeking," Association for Consumer Research, Boston, MA, October 1994.

Taylor, K. and B. Kahn, "Knowledge, Control and Accountability as Determinants of Ambiguity Seeking," Society for Consumer Psychology, 1995 Annual Conference, San Diego, CA, February 1995.

Kahn, B. E., Ratner, R., and Kahneman, D. "Hedonic Planning vs. Local Maximization: Do Consumers Avoid Favorite Pleasures in Order to Protect Future Tastes," Assoc. for Consumer Research, Minneapolis, MN October 1995.

Huffman, C. and Kahn, B. E. "Variety for Sale: Mass Customization or Mass Confusion," Assoc. for Consumer Research, Minneapolis, MN, October 1995.

Daellert, B. and Kahn, B. E., "How Tolerable is Delay," Marketing Science Conference, Berkeley, CA., March 1997.

- Luce, M. F. and Kahn, B. E., "Use of Information in Low Probability, High Consequence Decisions," Marketing Science Conference, Berkeley, CA., March 1997.
- Ratner, R., Kahn, B.E. and Kahneman, D, "Differential Effects of Variety-Seeking on Experienced versus Remembered Utility," Association of Consumer Research, Denver, CO, October 1997.
- Kahn, B. E., M. F. Luce, and W. Moe, "Applications of Behavioral Decision Research to Social Exchange within Public Policy Domains," Association of Consumer Research, Denver, CO, October 1997.
- Kahn, B. E. and C. Huffman, "Consumer Decision Making Among High Variety Choice Sets, " Behavioral Decision Research in Management, Miami, FL, June 1998.
- Ratner, R. and Kahn, B. E., "Social Influences in Variety-Seeking," Association for Consumer Research, Montreal, Canada, October 1998.
- Menon, S. and Kahn, B. E., "The Good Samaritan Company and the Skeptical Consumer: Can a Company do well by Doing Good?," Society for Consumer Psychology, St. Petersburg, FL, February 1999.
- Menon, S. and Kahn, B.E., "Corporate Sponsorship of Social Causes: Does It Help The Brand Image of the Sponsor?," Marketing Science Conference, Syracuse, NY June 1999.
- Kahn, B.E. and Wansink, B., How Variety in Product Assortment Can Affect Consumption Quantity," Association of Consumer Research, Columbus, OH, October 1999 and INFORMS, Philadelphia, October 1999.
- Morales, Andrea and Kahn, B.E., "The "Combo Meal" Effect: How to Increase Variety without Really Trying," Association of Consumer Research, October 1999 and INFORMS, Philadelphia, October 1999.
- Menon, Satya and B. Kahn, "Cross-Category Effects of Stimulation on the Shopping Experience: An Application to Internet Shopping," Marketing Science Conference, Los Angeles, CA June 2000.
- Huffman, Cynthia and B. E. Kahn, "Variety for Sale: Mass Customization or Mass Confusion?," AMA Marketing Educators' Conference, Chicago, IL., August 2000.

- Kahn, B. E., Faculty Research Panel at ACR Consortium, ACR Conference, Salt Lake City, UT, October 2000.
- Morales, Andrea, L. McAlister, B. Kahn, C. Huffman and S. Broniarczyk, "Why Window Shopping isn't Really Shopping: The Need for Structure in Appreciating Variety," Society for Consumer Psychology, Scottsdale, AZ, February 2001.
- Kahn, B.E. and M. F. Luce, "Marketing, Corporate Social Initiatives, and the Bottom Line," MSI Conference at the University of North Carolina, Chapel Hill, NC, March 2001.
- Morales, Andrea and B. E. Kahn, "Customization of "Across Category" Bundles: Is the Sum of the Parts Greater than the Whole?," Association of Consumer Research, Austin, TX, October 2001.
- Kahn, B. E., Luce, M.F. and Miller, E. G., "Testing as information seeking: The Role of Stress," Association of Consumer Research, Austin, TX, October 2001.
- Nowlis, S., Kahn, B.E. and Dhar, R., "Coping with Ambivalence: The Effect of Removing a "Fence Sitting" Option on Consumer Attitude and Preference Judgments, Advanced Research Techniques Forum (A/R/T Forum), Vail, CO, June 2002.
- Kahn, B. E. and Wansink, B., "The Influence of Assortment Structure on the Relationship Between Variety and Consumption Quantities," Marketing Science Conference, Edmonton, Alberta, Canada, June 2002.
- Kahn, B. E., "BDT Research: The Role of Variety in Decision Making," Marketing Science Conference Consortium, Edmonton, Alberta, Canada, June 2002.
- Miller, E. G. and Kahn, B. E., "Shades of Meaning: The Effect of Color Names on Consumer Preferences," Association of Consumer Research, Atlanta, GA, October 2002.
- Miller, E. G., Luce, M. F. and Kahn, B. E., "*But I don't want to go*: When Wait Management Strategies Exacerbate Stress," Association of Consumer Research, Atlanta, GA, October 2002.
- Miller, E. G. and Kahn, B. E. "The Effects of Color Names on Consumer Choice," Marketing Science Conference, College Park Maryland, June 2003.

- Luce, M.F., Kahn, B. E. and Grasshoff, K, “Too Much Stress: The Negative Consequences for Screening Adherence,” Association of Consumer Research, Toronto, Ontario, CANADA, October 2003.
- Kahn, B. E. and Wansink, B. “The Influence of Assortment Structure on Perceived Variety and Consumption Quantities,” Association of Consumer Research, Toronto, Ontario, CANADA, October 2003.
- Kahn, B. E., Luce, M. F., and Ramaswami, S, “Retail Assortment Variety: How Focus on “Assortment” versus the ‘Item’ Can Affect Justification Strategies,” Society for Consumer Psychology, San Francisco, CA, February 2004.
- Kahn, B. E., member of MSI Roundtable Discussion, Association for Consumer Research, and Discussant, MSI-sponsored Assortment Competition Session, Portland, OR, October 2004.
- Lee, M., Kahn, B.E., and Varghese, S, “Retrospective Preference for Variety: An Ease of Retrieval Perspective,” Society for Consumer Psychology, St. Petersburg, FL, February 2005. Also at Association for Consumer Research, San Antonio, TX, October 2005.
- Kahn, B. E. and Luce, M.F. “Repeated-Adherence Protection (RAP) Model: “I’m ok and it’s a hassle”” at Association for Consumer Research, San Antonio, TX October 2005.
- Grasshoff, K, Luce, M.F. and Kahn, B.E. “Approach vs. Avoidance & Emotion Coping Certainty,” at Association for Consumer Research, Orlando, FL, September 2006.
- Kahn, B.E. PRESIDENTIAL ADDRESS: “Moving the Needle:” Can ACR Help Increase Our Research Productivity? , at Association for Consumer Research, Orlando, FL, September 2006.
- Deng, X and B. E., Kahn, “Is Your Product on the “Right” Side? Measuring Package’s Visual Weight,” at Society for Consumer Psychology, Las Vegas, NV, February 2007.
- Kahn, B, E. “Behavioral Research in Health Contexts,” AMA Consortium, Tempe, AZ May 2007.
- Luce, MF and B. E. Kahn, “Emotions, Certainty and Persuasive Appeals,” European Marketing Academy (EMAC), Reykjavik, Iceland, May 2007.

Huang, Y, Hui, S.K. and B. E. Kahn, "Health Communications Effectiveness: Using Underlying Processes to Understand the Relationship between Health Risk Attitudes and Behavioral Intentions to Follow the Recommendations," at Association for Consumer Research, Memphis, TN, October 2007.

Grande, D, Frosch, D, Perkins, A and B. E. Kahn, "The Branded Physician's Office," at Association for Consumer Research, San Francisco, CA, October 2008.

2. Presentations at Universities or Research Laboratories

"System of Stochastic Models for Variety-Seeking and Reinforcement Behavior," at: University of Washington, University of Rochester, New York University, University of Pennsylvania, University of Chicago, Duke University, Cornell University, Yale University, and Northwestern University, October 1983.

"Analysis of Panel Data: Specific Example – Variety-Seeking Model," Bell Labs, New Jersey, February 1984.

"Aggregation of Individual Level Data to the Household Level," Yale University, September 1984.

"Consideration of Ambiguity in Risky-Choice Situations," University of Florida, March 1986.

"Ambiguity in Decision-Making," University of California, Irvine, April 1987.

"The Effects of Couponing on Brand Choice Behavior for Brand Loyal and Variety-Seeking Consumers," University of Southern California/UCLA Colloquium, May 1988.

"The Effect of Price Promotion on Brand Choice Behavior."
New York University, September 1988
University of California Berkeley, October 1988
University of Pennsylvania, (Marketing Department), November 1988

"The Effects of Ambiguity in New Product Decisions."
Columbia University, October 1988
University of Pennsylvania, (Decision Science Dept.), November 1988

"Modeling Choice among Menus."
Cornell University, May 1988
Pennsylvania State University, May 1988

"Effects of Ambient Odor on Consumer Decision-Making,"
University of Florida Winter Research Camp, December 1993

"Relationship between Decision Time and Choice of Prior Favorite Brand under Price/Quality Attacks."
Washington University at St. Louis, February 1994
Decision Processes Group, The Wharton School, March 1994
Vanderbilt University, April 1994

Variety in Product Choices: Can Consumers Be Satisfied with Less?
Temple University, November 1994
Penn State University, November 1994
University of Michigan, December 1994
Cornell University, March 1995
Carnegie Mellon University, May 1995

Mass Customization or Mass Confusion?
Rutgers University, Camden, May 1995

Planning of Hedonic Choices Over Time
Duke University Research Camp, September 1995
University of Washington, April 1996
Rochester University, May 1996
UCLA, May 1996

How Tolerable is Delay?
University of Sydney, October 1996
University of New South Wales, October 1996

High Variety Strategies from the Consumer Perspective
UCLA, January 1997
MSI Conference, Arizona, March 1997
University of Miami, May 1997

The Role of Process Measures in Behavioral Decision Research
University of Colorado, Boulder BDT Camp, October 1997

Mass Customization and High-Variety Strategies
Texas Christian University, Fort Worth, Texas, April 1998
Tsing Hua University, Beijing, China, June 1998

Avoidance or Vigilance: The Psychology of False Positive Test Results
University of North Carolina, Chapel Hill, NC, March 1999

The Influence of Pleasure and Arousal on Internet Search and Purchase Behavior
The Ohio State University Affect Camp, Columbus, Ohio, September 1999
Yale University, New Haven, CT, February 2000

Why Consumers Seek Variety? Implications for Marketing Managers
Lund Institute of Economics, Lund, Sweden, October 1999.

Testing Intentions Following False Positive Results
Leonard Davis Institute, University of Pennsylvania, February 2000.

Impact of Perceived Variety on Consumption Quantity
University of Pittsburgh, 7th Annual Marketing Camp, February 2001.

Influence of Test Results on Future Mammography Adherence
University of North Carolina/MSI Conference, March 2001

Testing as Information Seeking in High Consequence Domains,
Georgetown Marketing Camp, April 2002

Coping with Ambivalence: The Effect of Removing a “Fence Sitting” Option on Consumer Attitude and Preference Judgments, Singapore Management University, July 2002.

The Impact of Private vs. Public Consumption on Variety Seeking Behavior,
Rotterdam School of Management Erasmus University Rotterdam, The Netherlands, November 2002.

The Effect of Color Names and Flavor Names on Consumer Choices, Singapore Management University, July 2003.

Consumer Behavior in Grocery Stores, Reims Management School, Reims, France, November 2003.

The Psychology of False Positive Results, Columbia University, Center for the Decision Sciences, New York, NY February 2004.

Variety for the Sake of Variety: Diversification Motives in Consumer Choice,
Singapore Management University, July 2004

Retrospective Preference for Variety: An Ease of Retrieval Perspective,
Buck Weaver Conference, Massachusetts Institute of Technology, Sept. 2004
Harvard Business School, March 2005
Baruch School, CUNY, April 2005.

Repeated-Behavior Protective Measures Model (RBPM): “I’m ok and it’s a
hassle,” Journal of Public Policy and Marketing “Helping Consumers Help
Themselves: Improving the Quality of Judgments and Choices” Conference
At Duke University, May 2005.

“Repeated Adherence Model (RAP), I’m ok and it’s a hassle,”
UCLA, May 2006
University of Tsukuba, Tokyo, Japan, December 2006
University of Maryland, College Park, MD, April 2007
University of Washington, Seattle, WA July 2007
Hebrew University, Jerusalem, Israel (at the MI7 Israeli Marketing
Conference), Dec. 30, 2007 – Jan. 2, 2008

“360 Degree View of Research Events.”
The Wharton School, University of Pennsylvania, May 2008, Wroe Alderson
Talk

“Is Your Product on the Right Side? The Location Effect on Consumer
Response to Package Design,” University of Michigan, Sensory Conference,
June 2008
Carey School of Business, Arizona State University, March 2009
Florida International University, April 2009

D. Editorial Activities

1. Editorial/Policy Board Memberships

Marketing Science, Area Editor, 1999 – 2003
Journal of Consumer Research, Associate Editor, 2002-2005
Journal of Consumer Psychology, Associate Editor 2005-
Journal of Retailing, Guest Editor, special issue on Assortment Planning in
Retail Channels (1997-99)
Journal of Marketing Research, editorial board, 1989 - 1999
Marketing Letters, editorial board, 1989 - 2006

Journal of Marketing, editorial board, 1992 - 1998
Marketing Science, editorial board, 1992 – 2003; Emeritus editorial board, 2003-Present.
Journal of Consumer Research, editorial board, 1996-present
Journal of Consumer Research, policy board, 1992 - 2005 (vice president, 1994-1998, President 1/2002-1/2005.)
Journal of Consumer Psychology, Task Force, 2003-2005
Review of Marketing Research, editorial board, 2003-present
Behavioral Marketing Advisory Board, SSRN, 2003-present
Journal of Behavioral Decision Making, editorial board, 2004-

2. Ad Hoc Reviewing for Academic Journals

Management Science, *Journal of Business and Economic Statistics*, *Journal of International Marketing Research*, *Journal of Business Research*, *European Journal of Operations Research*, *Medical Decision Making*

3. Other Reviewing

Marketing Textbooks for Random House, Prentice Hall, Dryden and Dartnell, Press, 1986 - 1990

AMA Doctoral Dissertation Competition, 1988 – 1991, 1998, 1999

ACR, Program Committee, 1987, 1992, 1995, 1996, 1997, 1999 (int'l conf.)

AMA Educator's Conference, Consumer Behavior Track 1989 - 1992; Marketing Research Track, 1989 - 1992, Advertising and Promotion, 1992, Marketing Strategy, 1994.

ACR Competitive Papers 1988 - 1992

IV. PROFESSIONAL ACTIVITIES

A. University-Related activities

UCLA

Member, Legislative Assembly of UCLA Academic Senate (University level), 1985-87

Coordinator, Marketing Area faculty recruiting, 1985-86

Marketing Area Liaison with GSM Ph.D. office, 1987

Member, AGSM Doctoral Board (School level), 1985-86, 1988

University of Pennsylvania

University Level

Elected to University Senate Executive Committee, 1992-94
Elected to University Council, 1992-94
Member, University Committee on Pluralism, 1993-94
Member, University Committee on Academic Strengths, 1993-94
Member, University Committee on Structure of Intellectual Inquiry, 1994-95
Senior Fellow, Leonard Davis Institute, 1999-present
Member, University Comm. on Undergraduate Strategic Planning, 2001-2002
Member, University Comm. On Students and Educational Policy, 2003-2004

The Wharton School

Member, Wharton School Executive Education Committee, 1992-93
Elected to Committee on Academic Freedom and Responsibility, 1993-94
Member, Wharton Undergraduate Curriculum Committee, 1993-96,
Chair, 1995-96
Member, Wharton Calendar Committee, 1994-95
Member, Quinquennial Review Comm., Health Care Systems Dept., 1997-98
Senior Fellow, Wharton Financial Institutions Center, 1996-98
Member, Committee to Improve Learning Environment for Women, 1998-99;
1999-2000
Member, Quinquennial Review Comm., Management Department 1998-99
Member, Personnel Committee, 1999-2001; Chair, 2000-2001
Member, Ad Hoc Committee on School Initiatives, 2000-2001
Chair, Review Comm. Of Financial Institute Center, 2001-2002
Member, Senior Management Team, 2004-
Member, Faculty Advisory Committee for Executive Education, 2004-06

Marketing Department

Chair, Recruiting Committee, 1997-98; Member, 1990-91, 1993-94, 1994-95,
1999-00, 2002-03
Chair, Curriculum Committee, 1991-92; Member, 1992-93
Member, Public Relations Committee, 1991-93
Member, Doctoral Committee, 1992-1997, 1998-07
Co-Chair, Advisory Board, 1993-95
Co-Chair, Mid-Level Recruiting, 1995-96; 1999-00

B. Non-University Related Activities

1. Other Employment

Public Affairs Director, Northern Tier Pipeline Co., Seattle, WA, 1978 - 80
Writer/Researcher, Stimpson Associates Advertising/Public Relations, Seattle,
WA, 1975-78
Reader, Doubleday/Literary Guild, New York, NY, 1974

2. Consulting

Expert Witness, City Attorney's Office, Consumer Protection Division, Los Angeles, CA 1987-88.
 GMAT test evaluator, ETS, Princeton, New Jersey 1984 – 1998.
 Consultant, United Parcel Service: Market Research Division, 1991 - 93;
 Strategic Marketing 1992 - 93
 Expert Witness, Bell Atlantic, Philadelphia, PA 1994
 Consultant, Cigna Insurance 1996
 Consultant, Fuhash Co. (for CitiBank and Chase Manhattan Bank), 1996- 1998
 Consultant, Independence Blue Cross, 1997 – 1998
 Consultant, SmithKline Beecham, 1998
 Consultant, State Farm Insurance, 1998
 Expert Witness, Greensfelder, Hemker & Gale, P.C. Attorneys at Law, St. Louis, Missouri, 1998-99
 Consultant, Grippo & Elden, Attorneys at Law, Chicago, IL, 2000-2001
 Consultant, First Union Securities, 2001
 Consultant, Intel, 2002
 Expert Witness, McCarter & English, Attorneys at Law, Newark, NJ, 2002
 Consultant, Astra Zeneca, 2003
 Expert Witness, Livgard & Rabuse, P.L.L.P., Minneapolis, MN, 2004

C. Professional Affiliations and Memberships

American Marketing Association, 1981 - 86, 1990 - present
 INFORMS (formerly TIMS), 1982 - present
 Association of Consumer Research, 1983 - present
 Society for Judgment and Decision-Making, 1987 - present
 Society for Consumer Psychology, 1992 - present
 Medical-Decision-Making, 1992 - 93

D. Service to Professional Associations

Member, Committee to Nominate Candidates for President of ACR, 1992.
 Member, Committee to Select O'Dell Winner, *Journal of Marketing Research*, 1994.
 Cluster Chair, for all Marketing Sessions, at TIMS/ORSA Joint National Meeting, Los Angeles, April 1995.
 Member, Sub-committee to select *JCR* Editor, 1995-96 (chair), 1998-99, 2001-02, 2004-5 (chair).
 Academic Trustee, Marketing Science Institute, 1998-2004
 Elected Treasurer, Association for Consumer Research, 1999
 Member, Committee to Select *Marketing Science* Editor, 2001
 Co-Chair, ACR Conference 2003, Toronto, 2002-2004
 Elected President, Association for Consumer Research, President-Elect, (2005), President, (2006), Past-President, (2007).

E. Membership on Boards (other than editorial)

Member, *Journal of Consumer Research*, policy board, 1992 -2005
(Vice President, 1994-1998, President 2002-2004)
Member, Section Advisory Board, INFORMS Section on Marketing, 1996-2002
Member, Advisory Board of Behavioral Marketing Abstracts, SSRN, 2002-
Member, Task Force, *Journal of Consumer Psychology*, 2003-2005
Member, Association of Consumer Research board of directors, 1999; 2005-2007

V. GRANTS, HONORS AND AWARDS

A. University-Related

Nicholas and Suzanne Bachner Samstag Fellowship, Columbia University, (MBA program), 1980-82
Doctoral fellowship in Marketing, Columbia University, 1982-84
Beta Gama Sigma, 1982 MBA; 1984 Ph.D., Columbia University
UCLA summer research support, 1984-89
Chancellor's Faculty Career Development Award, UCLA, 1988
Wharton School Grant, summer salary support, 1990-2000
David W. Hauck Award for Outstanding Teaching in the Undergraduate Division, 1999

B. Professional

New York Chapter TIMS, "Management Science Student of the Year," 1982
AMA Doctoral Consortium Fellow, 1983
Marketing Science Institute Grant, 1990 (with B. Harlam and L. Lodish), \$5000.
Finalist for the O'Dell Award, 1991: Kahn, Kalwani, and Morrison, *Journal of Marketing Research* paper—1986
First Runner-Up for Best Article Award, *Journal of Retailing*, 1991: Kahn and Lehmann, "Modeling Choice among Assortments"
Consortium Faculty, AMA Consortium, 1992, 1993, 1994, 1995, 1999, 2001, 2003, 2006, 2007
Marketing Science Institute Grant, 1995 (with C. Huffman), \$5000.
John A. Howard Doctoral Dissertation Award (Advisor: Barbara Kahn, Candidate: Satya Menon), 1996
National Science Foundation Grant, Proposal No. #SBR-9730182,"The Subjective Value of Information in High-Stakes Domains: An Analysis of Patient Decisions to Obtain Diagnostic Testing," (with M.F. Luce), 1998. Renewed, 1999-2001 (Total Amount Funded: \$315,000)
Earl Dyess Lecturer, Texas Christian University, 1998
Nestles' Lecturer, Lund Institute of Economics, 1999
2000 William R. Davidson Award, for article in the *Journal of Retailing*, 1998, Best Contribution to Theory and Practice in Retail Marketing, third prize, Huffman and Kahn, 1998, "Variety for Sale: Mass Customization or Mass Confusion?"
SCP-SHETH Dissertation Proposal Competition winner (Advisors: Barbara Kahn

and Mary Frances Luce, Candidate: Elizabeth Miller), 2002
 Marketing Science Institute Grant, 2003 (with K. Grashoff and M.F. Luce), \$3200
 Wharton-SMU Research Center Grant (with S. Ramaswami) “Retail and Internet Assortment Variety Issues,” \$33,500. (2002)
 Wharton-SMU Research Center Grant (with M. F. Luce and S.Ramaswami) “Retail Assortment Variety Issues: Conflict Resolution in Store versus Brand Choice,” \$66,000.(2003)
 Wharton-SMU Research Center Grant (with S. Varghese and M. Lee), “Retrospective Preference for Variety: An Ease of Retrieval Perspective,” \$38,422.22. (2004)
 Center of Excellence in Cancer Communication Research (CECCR), Annenberg School, University of Pennsylvania, \$15,000.
 Leonard Davis Institute Pilot Project Grant, \$15,000, 2005
 2007 Davidson Award for the Best article in *Journal of Retailing* 2005 (Volume 81) for “Perceptions of assortment variety: The effects of congruency between consumers’ internal and retailers’ external organization,” co-authored with Andrea Morales, Leigh McAlister and Susan M. Broniarczyk.
 Finalist for Best Article award, *Journal of Consumer Research*, 2007, Kahn, B. E. and Wansink, B, “Impact of Perceived Variety on Consumption Quantity,” *Journal of Consumer Research*, March 2004, Vol 30 (4), 519-534.

Wroe Alderson Speaker, 2008 (at The Wharton School)

VI. MEDIA COVERAGE

Quoted/Cited (a sampling):

Wharton

Wall Street Journal (8/93), *WHYY/Radio Times* (1997), *NPR MarketPlace*, *Forbes* (12/2000, 11/03, 2/05), *Fast Company* (12/03, 12/06), *CMO* (12/04), *NJ Record* (12/04), *Washington Post* (12/04, 8/05) *Financial Times* (8/03), *Nightly Business Report* (10/03, 1/04), *Denver Post* (12/03), *Orlando Sentinel* (3/04, 6/05), *Philadelphia Inquirer* (5/04, 3/05, 8/05, 3/06), *CNN.Money* (11/04, 1/05), *AP* (9/04, 2/05), *New York Newsday* (2/05), *Fort Worth Star* (2/05), *Seattle Post Intelligencer* (2/05), *Bloomberg News* (11/04), *Seattle Times* (8/05), *New York Times Magazine* (7/05), *Vancouver Sun* (7/05), *Ottawa Citizen* (7/05), *Calgary Herald* (7/05), *Economic Times, India* (7/05), *Toronto Globe* (8/05), *Business Shrink* (Sirius Radio) (8/05), *Smart City* (NPR), 8/05, *Business Mexico* (5/04, 10/05), *Web India* (6/05), *St. Petersburg Times* (8/05), *US News and World Report* (11/05), *CNBC* (12/05; 12/06), *Here & Now*, NPR (12/05), *Baltimore Sun* (3/06, 5/06), *Advertising Age*(3/06), *Online Business Week* (5/06), *Modern Marvels*, History Channel (11/06).

University of Miami

Miami Herald (9/2007; 10/2007), *World City Business Magazine* (2007), *Miami Today* (6/2007), *South Florida CEO* (7/2007; 9/2007), *Hispanic Business* (9/2007), *Chicago Tribune* (12/2007), *BusinessWeek.com* (4/2008), *WOR radio* (NYC), 3/08, *Times of India* (1/2008)

October 2008