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Academic Positions

Goizueta Business School, Emory University
Associate Professor of Marketing, 2014 - present
Caldwell Research Fellow, 2015 - 2017
Assistant Professor of Marketing, 2008 - 2014

Owen Graduate School of Management, Vanderbilt University
Visiting Associate Professor of Marketing, Fall 2024

Tuck School of Business and Thayer School of Engineering, Dartmouth College
Visiting Associate Professor of Marketing, Fall 2019

Education

Ph.D., Marketing, June 2008
Kellogg School of Management, Northwestern University, Evanston, IL

B.S., Applied Physics, December 1999
Brigham Young University, Provo, UT
Emphasis: Computer Science
Minors: English, Communications, and Mathematics

Research Interests

Behavioral pricing, price image, branding, assortments, retailing, judgment and decision-making

Journal Articles

Popovich, Deidre and Ryan Hamilton (forthcoming), "The Illusion of Calorie Fluency: How Metacognitive Uncertainty Leads to Less Extreme Healthiness Perceptions of Foods," *Journal of Retailing*.

Hamilton, Ryan and Annie Wilson (2025), "Attract New Customers Without Alienating Your Old Ones," *Harvard Business Review*, 103 (4 / July-August).

Updated 6/2025

Mo, Zichuan, Jingjing Ma, Ryan Hamilton & Yuanjie Zhao (2025), “When Compensatory Consumption Backfires: The Asymmetric Effect on Consumption Preference and Satisfaction,” *Journal of Business Research*, 186(January), 1-15.

Hamilton, Ryan (2024), “Consumer Price Evaluation Strategies: Internal References, External References, and Price Images in Consumer Price Perception,” *Consumer Psychology Review*, 7(1), 58-74.

Sheehan, Daniel, Ryan Hamilton & Ramnath Chellappa (2022), “When is HILO Low? Price Image Formation Based on Frequency versus Depth Pricing Strategies,” *Journal of Consumer Research*, 49(4), 543-560.

Hamilton, Ryan, Rosellina Ferraro, Kelly L. Haws & Anirban Mukhopadhyay (2021), “Traveling with Companions: The Social Customer Journey,” *Journal of Marketing*, 85(1), 68-92.

Popovich, Deidre & Ryan Hamilton (2021), “Intermediate Choice Lists: How Product Attributes Influence Purchase Likelihood in a Self-Imposed Delay,” *Journal of Retailing*, 97(2), 251-266.

Covered in “Do Wish Lists Work?” (2021), *Rutgers Business Review*, 6(1) 51-56.

Parker, Jeffrey R., Iman Paul, Ryan Hamilton, Omar Rodriguez-Vila & Sundar G. Bharadwaj (2021), “How Product Type and Organic-Label Structure Combine to Influence the Consumers’ Evaluations of Organic Foods,” *Journal of Public Policy and Marketing*, 40(3), 419-428.

Chen, Zoey, Ryan Hamilton & Derek D. Rucker (2021), “Are We There Yet? An Anticipation Account of the Return Trip Effect,” *Social Psychological and Personality Science*, 12(2), 258-65.

Larson, Jeffrey, Ryan Hamilton & Jeffrey R. Parker (2021), “Where You Shop Affects How You Choose: Retailer Price Image and the Importance of Enriched Versus Comparable Attributes,” *Journal of the Association of Consumer Research*, 6(1), 130-141.

Robertson, Thomas S., Ryan Hamilton & Sandy D. Jap (2020) “Many (Un)Happy Returns? The Changing Nature of Retail Product Returns and Future Research Directions,” *Journal of Retailing*, 92(2).

Sarial-Abi, Gülen, Kathleen D. Vohs, Ryan Hamilton & Aulona Ulqinaku (2017), “Stitching Time: Vintage Consumption Connects the Past, Present, and Future,” *Journal of Consumer Psychology*, 27(2), 182-194.

JCP CW Park Best Paper Award, 2019

Kahn, Barbara E., Alexander Chernev, Ulf Böckenholt, Kate Bundorf, Michaela Draganska, Ryan Hamilton, Robert J. Meyer & Klaus Wertenbroch (2014) “Consumer and Managerial Goals in Assortment Choice and Design,” *Marketing Letters*, 25(3), 293-303.

Hamilton, Ryan, Kathleen D. 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.

Press coverage at *New York Magazine*, *CNBC*, *Science Daily*, *Consumer Affairs* and others

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

Covered in “How Consumers Understand (and Misunderstand) Pricing Cues,” *Harvard Business Review*, April 2015

Jap, Sandy D., 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 D., 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 D. 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!* 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.

MSI Working Paper Series 09-201

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.

Books

Wilson, Annie & Ryan Hamilton (2025) *The Growth Dilemma: Managing Your Brand When Different Customers Want Different Things*, Cambridge, MA: Harvard Business Review Press.

Shaw, Colin & Ryan Hamilton (2016) *The Intuitive Customer: 7 Imperatives For Moving Your Customer Experience to the Next Level*, London: Palgrave Macmillan

Book Chapters and Whitepapers

Chernev, Alexander & Ryan Hamilton (forthcoming) “Retailer Price Image,” in Elgar Encyclopedia of Retailing, C. Gallouj & F. Gallouj, eds.

Chernev, Alexander & Ryan Hamilton (2018) “Price Image in Retail Management,” in *Handbook of Research on Retailing*. K. Gielens & E. Gijsbrechts, eds. Northampton: Edward-Elgar Publishing

Hamilton, Ryan (2018) “How Do Your Prices Actually Affect Consumers?” in *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, Ronald Paul Hill, Cait Lamberton & Jennifer Swartz ed., New York: Routledge

Hamilton, Ryan & Uma Karmarkar (2017) “The 4 Minds of the Customer: A Framework for Understanding and Applying the Science of Decision Making,” *MSI Working Paper Series*, 17-109.

MSI Buzzell Best Paper Award, 2019

Hamilton, Ryan & Alexander Chernov (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 Papers Under Review

Michelle E. Daniels, Samper, Adriana, Cindy Chan & Ryan Hamilton, “In Lieu of Gifts: Understanding and Overcoming Givers’ Reduced Generosity Toward Charitable Gift Requests”

Hamilton, Ryan, Morgan Ward, Kathleen Vohs & Karen Wallach “The Upside of Incompetence: When Low Brand Competence Signals Low Prices”

Shaddy, Franklin, Linda Hagen & Ryan Hamilton, “The Rent is Too Damn High: Why People Prefer Demand- Versus Supply-Oriented Policy Solutions to Scarcity”

Brough, Aaron R. & Ryan Hamilton, “Can Environmental Messaging Reduce Product Returns?”

Moore, Alexander, Ryan Hamilton & Yuji Winet, “Memes as Advertising: The Role of Incongruity in Consumer Responses to Ad Memes”

Awards and Honors

Best Paper Awards

Journal of Consumer Psychology CW Park Best Paper Award, “Stitching Time: Vintage Consumption Connects Past, Present, and Future” (2019)

Robert D. Buzzell Marketing Science Institute Best Paper Award, “The 4 Minds of the Customer: A Framework for Understanding and Applying the Science of Decision Making” (2019)

Research Awards

Marketing Science Institute
Scholar (2018)
Young Scholar (2013)

Goizueta Business School, Emory University
Caldwell Research Fellow Award (2015-2017)

Teaching Awards

Goizueta Business School, Emory University
MBA Teaching Excellence Award (2025)
Provost’s Distinguished Teaching Award for Excellence in Graduate and Professional Education (2022)
MBA graduation ceremony “Last Lecture” (2018, 2019, 2020)
EvMBA Distinguished Core Educator Award (2016)
MBA Teaching Excellence Award for Junior Faculty (2010, 2011)

Poets & Quants
Favorite MBA Professors of The Class of 2020 (2020)
The World’s Best 40 B-School Profs Under the Age of 40 (2011)

Other Awards and Recognitions

Advertising Education Foundation, Visiting Professor Program, Energy BBDO, Chicago, IL (2011)
AMA Sheth Doctoral Consortium, student fellow, Arizona State University (2007)
Whitebox Advisors Graduate Student Conference, student fellow, Yale University (2006)
Haring Symposium, student fellow, Indiana University (2006)

Service

Journals

Co-editor, *Consumer Psychology Review* (2026-2029)

Editorial review board member:

Journal of Marketing (2025-)

Journal of Marketing Research (2023-)

Journal of Retailing (2022-)

Journal of Consumer Research (2021-)

Marketing Letters (2019-)

Ad hoc reviewer: *Journal of Consumer Psychology*, *Journal of the Association of Consumer Research*, *Management Science*, *Journal of Personality and Social Psychology*, *Cognitive Science*, *Journal of Experimental Social Psychology*, *Journal of Economic Psychology*, *Humanities and Social Science Communications*, and *Current Directions in Psychological Science*

Conferences

AltCR Marketing Research Workshop Conference, founder and chair (<https://alterconf.com/>)

AltCR is a small, invitational conference designed to provide participants with in-depth feedback on on-going research projects. This is a highly participatory conference, in which non-presenting attendees are doing almost as much work as the presenters. All attendees are involved in a series of workshop sessions that dig into specific, thorny research problems for each project. The hope is that that these workshops will both improve the projects being workshopped, as well as spark collaborations for future research among the participants.

Emory University (2022)

Marketing IDEA Conference, co-founder and co-chair (www.marketingideaconference.com)

Most academic conferences are organized so researchers can share the findings of projects that are nearly ready for publication. The IDEA Conference is different. The goal of this conference is to gather smart, motivated junior behavioral marketing faculty to *start* projects. We encourage participants to come with just an idea for a project.

Participants present their ideas, then split into groups to develop those ideas into full-fledged projects that participants can continue to work on after the conference has ended.

Pennsylvania State University (2024)

Utah State University (2020 – postponed to 2023)

Gatlinburg, TN (2019)
Georgia Tech (2018)
Georgia Tech (2017)
Emory University (2016)
Emory University (2015)

AMA CBSIG, Chair (2024-2025)

Society for Consumer Psychology Conference, Dallas, TX, Co-chair (2018)

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

Doctoral Consortia and Symposia

AMA-Sheth Foundation Doctoral Consortium, faculty participant
New York University (2019)
University of Iowa (2017)
London Business School (2015)
Northwestern University (2014)

AIM-AMA-Sheth Foundation Doctoral Consortium, faculty participant
Bangalore, India (2012)

SCP Doctoral Symposium, faculty participant
Las Vegas, NV (2025)
Nashville, TN (2024)
Nashville, TN (2020)
San Francisco, CA (2017)
Phoenix, AZ (2015)
Miami, FL (2014)

ACR Doctoral Symposium, faculty participant
Seattle, WA (2023)
Denver, CO (2022)
St. Louis, MO (2011)

ACR Mid-Career Workshop, faculty participant
Seattle, WA (2023)

AMA DocSIG Webinar, "Networking in Academia" (2022)

Societies and Journals

American Marketing Association – DOCSIG
Dissertation Award Committee member (2025)

Society for Consumer Psychology

Early Career Award Selection Committee member (2021)

Ad hoc Financial Review Committee member (2014)

JCP CW Park Best Paper Award Selection Committee member (2014)

Association for Consumer Research

Early Career Award Selection Committee member (2019)

Invited Presentations

University of Minnesota, marketing camp (2025)

University of Illinois, Chicago (2025)

University of Toronto (2025)

HEC Montreal (2024)

UCLA (2023)

University of Florida (2022)

Vanguard, Behavioral Finance Group (2021)

Pennsylvania State University (2021)

University of Utah (2020)

University of Miami (2020)

MSI Marketing Science Intensive (2020)

Southern Methodist University (2020)

MSI State of Marketing Science Summit, San Francisco, CA (2020)

Dartmouth College (2019)

Ohio State University, marketing camp (2018)

Northwestern University (2018)

Varde CEO Forum, New York City, NY (2018)

MSI Scholars Conference, Breckenridge, CO (2018)

MSI Trustees Conference, Boston, MA (2017)

Harvard Business School (2017)

Yale University, Center for Customer Insights (2017)

Dartmouth College, marketing camp (2017)

MSI Immersion Conference, Boston, MA (2017)

University of Pennsylvania (2017)

University of Alberta (2016)

University of Cincinnati, marketing camp (2016)

Texas Tech University (2016)

Walmart, Bentonville, AK (2015)

University of Miami (2015)

Georgia Pacific, Atlanta, GA (2015)

University of Utah, JDM conference, Snowbird, UT (2014)

University of Pennsylvania (2014)

University of Chicago (2014)

Brigham Young University (2014)

University of Pittsburgh (2014)

MSI Young Scholars Conference, Park City, UT (2014)

Boston University (2013)
Hong Kong University of Science and Technology (2012)
Columbia University (2012)
University of Wisconsin (2012)
Texas A&M (2012)
The Home Depot, Atlanta, GA (2012)
Yale University, Center for Customer Insights (2011)
Yale University, Center for Customer Insights (2009)
University of Chicago (2007)
Vanderbilt University (2007)
Emory University (2007)
University of Notre Dame (2007)
Brigham Young University (2007)
Pennsylvania State University (2007)
University of South Carolina (2007)

Educational Outreach

The Great Courses (<https://www.thegreatcourses.com/professors/ryan-hamilton/> and <https://www.audible.com/author/Ryan-Hamilton>)

How You Decide: The Science of Human Decision Making (2016)
Critical Business Skills for Success: Marketing (2015)

The Intuitive Customer Podcast, co-host (<https://www.stitcher.com/podcast/beyond-philosophy/the-intuitive-customer-podcast>)

Weekly podcast with more than 500,000 total downloads (as of 1/2023), covering topics in consumer behavior, customer experience, and behavioral economics (2018 -)

Dissertation Committees

Buffy Mosley, Doctoral Candidate in Marketing at Emory University, 2020

Topic: “Measuring Consumers’ Emotional Engagement via Firm and User Generated Content on Social Media”

Committee: David Schweidel (chair), Panos Adamopoulos, Michelle Andrews, Ryan Hamilton

Placement: Texas A&M

Iman Paul, Doctoral Candidate in Marketing at Georgia Tech, 2019

Topic: “Essays on Role-Based Behavior”

Committee: Sam Bond (chair), Sara Dommer, Ryan Hamilton, Don Lehmann, Jeffrey Parker

Placement: Clarkson University

Gregory S. Cohen, Doctoral Candidate in Marketing at Georgia State University, 2017

Topic: “Essays on Service Failure”

Committee: Jeffrey Parker (co-chair), Naveen Donthu (co-chair), Don Lehmann, Ryan Hamilton
Placement: Georgia State University

Aditi Bajaj, Doctoral Candidate in Marketing at Georgia Tech, 2016
Topic: “Effect of Visual Brand Imagery on Consumer Brand Perceptions and Self-brand Connections”
Committee: Sam Bond (chair), Rajeev Batra, Sara Dommer, Ryan Hamilton, Jeffrey Parker
Placement: Industry

Mocadlo Bob, Doctoral Candidate in Accounting at Emory University, 2016
Topic: “How Do Auditors Order Their Tasks, and How Does Task Ordering Affect Performance?”
Committee: Kathryn Kadous (chair), Vic Anand, Ryan Hamilton, Kristy Towry
Placement: University of North Dakota

Michael Hair, Doctoral Candidate in Marketing at Georgia Tech, 2015
Topic: “The Influence of Consumption Goals on Decision Processing and Choice”
Committee: Sam Bond (chair), Sara Dommer, Ryan Hamilton, Eric Schumacher, Koert van Ittersum
Placement: Southern Illinois University

Daniel Sheehan, Doctoral Candidate in Marketing at Georgia Tech, 2015
Topic: “Dynamic In-store Decision Making”
Committee: Sara Dommer (co-chair), Koert van Ittersum (co-chair), Sam Bond, Jeffrey Inman, Ryan Hamilton
Placement: University of Kentucky

Deidre Popovich, Doctoral Candidate in Marketing at Emory University, 2015
Topic: “The Influence of Contextual Decision-Making on Consumer Self-Control”
Committee: Ryan Hamilton (chair), Lawrence Barsalou, Dawn Iacobucci, Melissa Williams
Placement: Texas Tech University

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), Ryan Hamilton, Kristy Towry, Gregory Waymire
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), Richard Doner, Ryan Hamilton, Jagdish Sheth
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), Jack Feldman, Ryan Hamilton, Nicholas Lurie, Koert van Ittersum
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

Teaching

Marketing Management

Full-time MBA, Goizueta Business School, Emory University (2009-2012, 2016-2023)
Owen Graduate School of Management, Vanderbilt University (2024)
One-year MBA, Goizueta Business School, Emory University (2009-2010, 2017-2018)
Evening MBA, Goizueta Business School, Emory University (2013-2017, 2022)
Masters of Engineering Management, Thayer School of Engineering, Dartmouth College (2019)

Consumer Behavior

Full-time MBA, Goizueta Business School, Emory University (2013, 2016, 2019)
BBA, Goizueta Business School, Emory University (2013, 2016)
PhD, Goizueta Business School, Emory University (2009, 2011, 2013, 2015, 2017, 2020, 2021, 2024)

Practical Humor Workshop, One-Week Module

Full-time MBA, Goizueta Business School, Emory University (2021-2025)

Advanced Marketing Strategy

BBA, Goizueta Business School, Emory University (2023-2025)

Executive Education

International Paper, FedEx, SunTrust, UPS

Sample of Consulting Clients and Professional Speaking Engagements

Home Depot, Walmart, Estée Lauder, Aflac, FedEx, Johnson & Johnson, Lilly, Ipsos, Visa, Caterpillar, Georgia Pacific, National Academy of Elder Law Attorneys, Texas Library Association, CX Talks