# RYAN HAMILTON

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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*

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

### Publications

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

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

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

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

Larson, Jeffrey, Ryan Hamilton & Jeffrey R. Parker (forthcoming), “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*.

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).

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

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.

### Working Papers

Sheehan, Daniel, Ryan Hamilton & Ramnath Chellappa, “When is HILO Low? Price Image Formation Based on Frequency versus Depth Pricing Strategies,” invited for 2nd revision at *Journal of Consumer Research*

Popovich, Deidre & Ryan Hamilton, “Confidence in Product Attributes: How Attribute Evaluability Can Influence Product Evaluations,” invited for revision at *Journal of Consumer Research*

Popovich, Deidre & Ryan Hamilton, “The Illusion of Calorie Knowledge: How Calorie Reevaluation Cues Create Biased Perceptions of Healthiness,” under review at *Appetite*

Hamilton, Ryan, Karen Wallach & Morgan Ward, “The Upside of Incompetence: The Impact of Discounting Luxury on Retailer Price Image,” preparing for submission to *Journal of Marketing*

Mo, Zichuan, Jingjing Ma & Ryan Hamilton, “When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Consumption,” preparing for submission to *Journal of Experimental Psychology: Applied*

Michelle E. Daniels, Samper, Adriana, Cindy Chan & Ryan Hamilton, “Prosocial Penny-Pinching: Why Gift-Givers Contribute Less to Charity Registries than Cash Registries,” preparing for submission to *Journal of Marketing Research*

### Publications: Books and Book Chapters

Chernev, Alexander and 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

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

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

### 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 graduation ceremony “Last Lecture” (2020)

MBA graduation ceremony “Last Lecture” (2019)

MBA graduation ceremony “Last Lecture” (2018)

EvMBA Distinguished Core Educator Award (2016)

MBA Teaching Excellence Award for Junior Faculty (2011)

MBA Teaching Excellence Award for Junior Faculty (2010)

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)

### Invited Presentations

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)

### Service

*Conferences*

Marketing IDEA Conference, co-founder and co-chair ([www.marketingideaconference.com](http://www.marketingideaconference.com))

Utah State University (2020 – postponed)

Gatlinburg, TN (2019)

Georgia Tech (2018)

Georgia Tech (2017)

Emory University (2016)

Emory University (2015)

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

 Indiana University (2020 – postponed)

 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

 San Francisco, CA (2017)

 Phoenix, AZ (2015)

 Miami, FL (2014)

ACR Doctoral Symposium, faculty participant

 St. Louis, MO (2011)

*Societies and Journals*

Society for Consumer Psychology

Ad hoc Financial Review Committee member (2014)

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

Association for Consumer Research

 Early Career Award Selection Committee member (2019)

Editorial review board member: *Marketing Letters*, *Journal of Consumer Research*

Ad hoc reviewer: *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of the Association of Consumer Research, Management Science*, *Marketing Letters*, *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

### Educational Outreach

The Great Courses (<https://www.thegreatcourses.com/professors/ryan-hamilton/>)

*How You Decide: The Science of Human Decision Making* (2016)

Approximately 100,000 sales from CD/DVD/Audible.com (as of June 2020)

Approximately 1 million minutes streamed (as of June 2020)

*Critical Business Skills for Success: Marketing* (2015)

 Approximately 150,000 sales from CD/DVD/Audible.com (as of June 2020)

Approximately 3 million minutes streamed (as of June 2020)

*The Intuitive Customer Podcast*, co-host (2018-present)

Weekly podcast covering topics in consumer behavior, customer experience, and behavioral economics (<https://www.stitcher.com/podcast/beyond-philososphy/the-intuitive-customer-podcast>)

Approximately 200,000 total unique downloads (as of June 2020)

Averaging approximately 10,000 downloads per month (as of June 2020)

### 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, 2016-2019)

One-year MBA, Goizueta Business School, Emory University (2009-2010, 2017-2018)

Evening MBA, Goizueta Business School, Emory University (2013-2017)

Masters of Engineering Management, Tuck School of Business and 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)

*Executive Education*

 International Paper, FedEx, SunTrust

### Sample of Consulting Clients and Professional Speaking Engagements

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