RYAN HAMILTON

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Goizueta Business School
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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

Education

Ph.D., Marketing, June 2008
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

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

Publications, Peer Reviewed

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

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, 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 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!*, *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

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.

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

Working Papers and Manuscripts under Review

Sarial-Abi, Gülen, Ryan Hamilton & Kathleen D. Vohs, "Motivation Without Incentives: The Effect of Money Cues on Goal Pursuit."

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."

Parker, Jeffry, Rodriguez-Vila, Omar, Ryan Hamilton, Sundar Bharadwaj & Iman Paul, "What is in an 'Organic Burrito?' How Labeling Influences Preferences for Organic Foods."

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

Teaching Materials

How You Decide: The Science of Human Decision Making, The Great Courses, 2016
Critical Business Skills for Success: Marketing, The Great Courses, 2015
The Great Courses is a company that claims to produce "best of the best" video lecture series by professors selected "exclusively for their ability to teach."

Awards and Honors

Caldwell Research Fellow Award, 2015-2017.

Marketing Science Institute, Young Scholar, 2013

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

MBA Teaching Excellence Award, Evening MBA program, 2016. 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*

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

2017 – MSI Trustees Conference, Harvard Business School, Yale University (CCI conference), Dartmouth College (marketing camp), MSI Immersion Conference, University of Pennsylvania

2016 – University of Alberta, University of Cincinnati (marketing camp), Texas Tech University

2015 – Walmart (corporate offices), University of Miami, Georgia Pacific (corporate offices)

2014 – University of Utah (JDM conference), University of Pennsylvania, University of Chicago, Brigham Young University, University of Pittsburgh

2013 – Boston University

2012 – Hong Kong University of Science and Technology, Columbia University, University of Wisconsin—Madison, Texas A&M, The Home Depot (corporate offices)

2011 – Yale University (CCI conference)

2009 – Yale University (CCI conference)

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

Consulting Clients and Professional Speaking Engagements

Home Depot, Walmart, Aflac, FedEx, Lilly, Ipsos, Visa, Caterpillar, Georgia Pacific, National Academy of Elder Law Attorneys, Texas Library Association

Teaching

Marketing Management
Full-time MBA (2009-2012, 2016-2017), One-year MBA (2009-2010, 2017), Evening MBA (2013-2017)

Consumer Behavior
Full-time/One-year MBA (2013-2016), BBA (2013-2016)

Consumer Behavior
PhD (2009, 2011, 2013, 2015, 2017)

Membership & Service

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, Iowa City, IA, 2017
Faculty participant, SCP Doctoral Symposium, San Francisco, 2017
Faculty participant, AMA Sheth Foundation Doctoral Consortium, London, UK, 2015
Faculty participant, SCP Doctoral Symposium, Phoenix, AZ, 2015
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, Society for Consumer Psychology Conference, Dallas, TX, 2018
Co-chair, co-founder, Marketing IDEA Conference, Atlanta, GA, 2015-2017
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

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), Sara Dommer, Ryan Hamilton, Jeffrey Parker, Rajeev Batra

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), Tristy Towry, Vic Anand, Ryan Hamilton
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, Koert Van Ittersum, Eric Schumacher
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), Dawn Iacobucci, Lawrence Barsalou, 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), 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