

Tom Meyvis

Professor of Marketing
Peter Drucker Faculty Fellow

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Positions

2014-present Professor of Marketing, NYU, Stern School of Business
2009-2014 Associate Professor of Marketing (tenured), NYU, Stern School of Business
2005-2009 Associate Professor of Marketing, NYU, Stern School of Business
2001-2005 Assistant Professor of Marketing, NYU, Stern School of Business
Visiting Scholar
University of Chicago (2004, Kilts Visiting Faculty Fellow), Catholic University Leuven (2004), Hong Kong University of Science and Technology (2010), University of British Columbia (2011), INSEAD (2011)

Education

2001 Ph.D. in Marketing, University of Florida
1996 Licentiaat in de Psychologie, Catholic University Leuven
Concentration: Experimental Psychology
1994 Kandidaat in de Sociologie, Catholic University Leuven
1993 Kandidaat in de Psychologie, Catholic University Leuven

Honors & Awards

- Peter Drucker Faculty Fellow (2014-present)
- *JCR* Outstanding Reviewer Award (2013)
- Co-chair, Society for Consumer Psychology Conference (2013)
- Runner-up *JCR* Best Paper Award (2012)
- *JCR* Outstanding Reviewer Award (2009)
- Daniel P. Paduano Faculty Fellow (2009-2010)
- Marketing Science Young Scholar (2005)
- *JCR* Outstanding Reviewer Award (2003)
- Winner John A. Howard AMA Doctoral Dissertation Competition (2002)
- AMA Doctoral Consortium Fellow (2000)
- Tilburg University Dissertation Summer Scholarship (1998)
- Grinter Fellowship, University of Florida (1996-1999)

- Graduated Magna Cum Laude, Licentiaat in de Psychologie, Catholic University Leuven (1996)
- European Commission Erasmus grant for research internship at the Department for Cognitive Psychology, University of Padova (Italy) (1995)

Research Interests

Consumer decision making, branding strategies, pricing strategies, consumer learning, affective forecasting, the processing of hedonic experiences.

Publications

Tully, Stephanie M., Hal E. Hershfield, and Tom Meyvis (2015), "Hard Times Call for Durable Goods: Financial Constraints Increase Preference for Material Purchases by Focusing Consumers on Longevity," *Journal of Consumer Research*, forthcoming.

Cerf, Moran, Eric Greenleaf, Tom Meyvis, and Vicki G. Morwitz (2015), "Using Single-Neuron Recording in Marketing: Opportunities, Challenges, and an Application to Fear Enhancement in Communications," *Journal of Marketing Research*, forthcoming.

Ebert, Jane E.J. and Tom Meyvis (2014), "Reading Fictional Stories and Winning Delayed Prizes: The Surprising Emotional Impact of Distant Events," *Journal of Consumer Research*, 41 (October), 794-809.*

Hui, Sam K., Tom Meyvis, and Henry Assael (2014), "Analyzing Moment-to-Moment Data Using a Bayesian Functional Linear Model: Application to TV Show Pilot Testing," *Marketing Science*, 33 (2), 222-240.

Meyvis, Tom, Kelly Goldsmith, and Ravi Dhar (2012), "The Importance of the Context in Brand Extension: How Pictures and Comparisons Shift Consumers' Focus from Fit to Quality," *Journal of Marketing Research*, 49 (April), 206-217.

Galak, Jeff and Tom Meyvis, "You Could Have Just Asked: Reply to Francis (2012)," *Perspectives on Psychological Science*, 7(6), 595-596.

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

Galak, Jeff and Tom Meyvis (2011), "The Pain Was Greater If It Will Happen Again: The Effect of Continuation on Retrospective Discomfort," *Journal of Experimental Psychology: General*, 140 (February), 63-75. *

Meyvis, Tom, Daniel M. Oppenheimer, and Aronte Bennett (2010), "Pre-Commitment to Charity," in *The Science of Giving: Experimental Approaches to the Study of Charity*, Daniel M. Oppenheimer and Chris Y. Olivola (Eds.), New York: Taylor and Francis, 35-48.

- Meyvis, Tom, Rebecca Ratner, and Jonathan Levav (2010), "Why Don't We Learn to Accurately Forecast Feelings? How Misremembering Our Predictions Blinds Us to Past Forecasting Errors," *Journal of Experimental Psychology: General*, 139 (November), 579-589.
- Sackett, Aaron, Tom Meyvis, Leif Nelson, Benjamin Converse, and Anna Sackett (2010), "You're Having Fun When Time Flies: The Hedonic Consequences of Subjective Time Progression," *Psychological Science*, 21, 111-117.
- Oppenheimer, Daniel, Tom Meyvis, and Nicolas Davidenko (2009), "Instructional Manipulation Checks: Detecting Satisficing to Increase Statistical Power," *Journal of Experimental Social Psychology*, 45, 867-872.
- Nelson, Leif, Tom Meyvis, and Jeff Galak (2009), "Enhancing the Television Viewing Experience through Commercial Interruptions," *Journal of Consumer Research*, 36 (August), 160-172. *
- Meyvis, Tom and Ravi Dhar (2008), "Brand Permission: A Conceptual and Managerial Framework," in *Handbook on Brand and Experience Management*, Bernd H. Schmitt and David L. Rogers (Eds.), Elgar Publishing, Cheltenham, UK and Northampton, MA, USA.
- Nelson, Leif and Tom Meyvis (2008), "Interrupted Consumption: Disrupting Adaptation to Hedonic Experiences," *Journal of Marketing Research*, 45 (December), 654-664. *
- Meyvis, Tom and Alan Cooke (2007), "Learning From Mixed Feedback: Anticipation of the Future Reduces Appreciation of the Present," *Journal of Consumer Research*, 34 (August), 200-211.
- Steckel, Joel, Russel S. Winer, Randolph E. Bucklin, Benedict G.C. Dellaert, Xavier Dreze, Gerald Haubl, Sandy D. Jap, John D.C. Little, Tom Meyvis, Alan L. Montgomery, and Arvind Rangaswamy (2005), "Choice in Interactive Environments," *Marketing Letters*, 16 (December), 309-320.
- Meyvis, Tom and Chris Janiszewski, (2004) "When are Broader Brands Stronger Brands? An Accessibility Perspective on the Formation of Brand Equity," *Journal of Consumer Research*, 31 (September), 346-357. *
- Meyvis, Tom and Chris Janiszewski (2002), "Consumers' Beliefs about Product Benefits: The Effect of Obviously Irrelevant Information," *Journal of Consumer Research*, 28 (March), 618-636.
- Janiszewski, Chris and Tom Meyvis (2001), "Effects of Brand Logo Complexity, Repetition, and Spacing on Processing Fluency and Judgment," *Journal of Consumer Research*, 27 (June), 18-32. *
- Cooke, Alan, Tom Meyvis, and Alan Schwartz (2001), "Avoiding Future Regret in Purchase Timing Decisions," *Journal of Consumer Research*, 27 (March), 447-459.

Pham, Michel, Tom Meyvis, and Rongrong Zhou (2001), "Beyond the Obvious: Chronic Vividness of Imagery and the Use of Information in Decision Making," *Organizational Behavior and Human Decision Processes*, 84 (March), 226-253.

* *equal authorship*

Papers under Review / Working Papers

Tully, Stephanie M., and Tom Meyvis, "Questioning the "End Effect": Endings Do Not Inherently Have a Disproportionate Impact on Retrospective Evaluations."

Park, Hyun Young and Tom Meyvis, "Feeling Immoral about Money: How Moral Emotions Influence Spending Decisions."

Moran Cerf, Eric Greenleaf, Uri Hasson, David Heeger, Geeta Menon, Tom Meyvis, Vicki Morwitz, Mor Regev, "Visual Distraction as a Measure of Engagement in Moving Images."

Bulbul, Cenk and Tom Meyvis, "When Consumers Choose to Restrict Their Options: Regret Priming and Choice Set Size Preference."

Meyvis, Tom and Jinhong Xie, "Switching between Pricing Schedules: A Dynamic Advantage for Flat Rates."

Janiszewski, Chris, Lien Kwee, and Tom Meyvis, "Promotional Composite Brand Alliances: The Influence of Partners and Promotion on Brand Associations."

Selected Work in Progress

"The Persuasive Power of Quality: Consumers' Misprediction of their Reactions to Price Promotions," with Cenk Bülbül

"Contrasting Against the Future: How Much You Enjoy an Experience Depends on What You Expect to Happen Next," with Leif Nelson

"Free to Choose or Free to Consider: The Importance of Perceived Control at Different Stages in the Choice Process," with Simona Botti

"We'll Always Have Paris (Though We May Not Think of It): Consumers Overestimate How Often They Will Remember or Discuss Past Experiences," with Stephanie Tully

"Do Useless Extras Make Products Less Appealing? Not If You Feel Poor," with Vishal Singh

"We Are All Monets: Attractiveness Increases as Information Degrades," with Adam Alter

Presentations

Refereed:

- Psychological Distance in Prediction and Consumption: The Surprising Impact of Distant Events
Society for Consumer Psychology Conference, Florence, July 2012
- Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources
Society for Consumer Psychology Conference, Las Vegas, February 2012
- Contrasting against the Future: The Unexpected Effects of Expectation
Society for Consumer Psychology Conference, St. Petersburg, February 2010
Association for Consumer Research Conference, Pittsburgh, October 2009
Behavioral Decision Research in Management Conference, San Diego, April 2008
Society for Judgment and Decision Making Conference, Houston, November 2006
Association for Consumer Research Conference, Orlando, October 2006
- You're Having Fun When Time Flies: The Hedonic Consequences of Subjective Time Progression
European Marketing Academy Conference, Nantes, May 2009
La Londe Conference on Consumer Behavior, June 2009
- Beyond Survival of the Fittest: The Influence of Mindsets on Consumers' Response to Brand Extensions
Marketing Science Conference, Singapore, June 2007
European Marketing Academy Conference, Reykjavik, May 2007
- The Persistence of Forecasting Errors: How the Misremembering of Our Predictions Blinds Us to Our Past Forecasting Errors
Behavioral Decision Research in Management Conference, Santa Monica, June 2006
Society for Personality and Social Psychology Conference, Palm Springs, January 2006
- The Persuasive Power of Quality: Consumers' Misprediction of their Reactions to Price Promotions
Society for Consumer Psychology Conference, Miami, February 2006
- Failure to anticipate adaptation: Irrational preferences for breaking up affective experiences

Association for Consumer Research - European Conference, Milan, June 2005.

- Switching between Pricing Schedules: A Dynamic Advantage for Flat Rates

Association for Consumer Research Conference, Portland, October 2004

Society for Consumer Psychology Conference, San Francisco, February 2004

Marketing Science Conference, University of Alberta, June 2002

- Learning from Mixed Feedback: The Biased Processing of Store Price Comparisons

Association for Consumer Research - European Conference, Dublin, June 2003

Association for Consumer Research Conference, Atlanta, October 2002

Conference of the Society for Judgment and Decision Making, New Orleans,

November 2000

- Competition Between Multiple Brand Associates: The Importance of Accessibility in the Evaluation of Brand Extensions

Association for Consumer Research – European Conference, Jouy-en-Josas, June 1999

Invited:

- ACR Doctoral Colloquium (2006, 2011, 2012)
- AMA, John A. Howard Award Presentation (2002)
- Carnegie-Mellon University (Center for Behavioral Decision Research, 2008, 2014)
- Catholic University Leuven (Winter Camp 2001, Winter Camp 2002, 2007)
- Columbia University (2000, 2006, Four School Colloquium 2008)
- Cornell University (2006, 2011)
- Drexel University (2014)
- Duke University (2000)
- Erasmus University (2006, Rotterdam Research Day 2007)
- ESMT, Berlin (Marketing Research Camp 2008)
- Facultés Universitaires Catholiques de Mons (2004)
- IESE, Barcelona (2008)
- INSEAD (2000, 2011)
- Harvard Business School (2000)
- Hong Kong University of Science and Technology (2005, 2010)
- KAIST, Daejeon (2010)
- Koç University, Istanbul (2013)
- London Business School (Marketing Camp 2006)
- Marketing Science Young Scholars Program, Park City (2005)

- MIT (2000, Buck Weaver Award Conference 2005)
- New York University (2000)
- New York University, Psychology Department (2006)
- Northwestern University (2000, Marketing Camp 2012)
- Peking University (2010)
- SCP Doctoral Colloquium (2014), Conversations Session (2012)
- Seoul National University (2010)
- Stanford University (2000, 2012)
- Tel Aviv University (2011)
- Tilburg University (1998, Winter Camp 2000, 2004, Winter Camp 2009)
- Universitat Pompeu Fabra (2011)
- University of Alberta (2001)
- University of Basel, Social Psychology Department (2009)
- University of British Columbia (2011)
- University of California-Berkeley (2000, 2013)
- University of California-Los Angeles (2000)
- University of California-San Diego (2010, 2015)
- University of Chicago (2000, 2004, 2012)
- University of Colorado (2000)
- University of Maryland (2013)
- University of Miami (Marketing Research Camp 2012)
- University of Michigan (2008, 2013)
- University of Minnesota (2010)
- University of Pennsylvania (2000, 2007, 2012)
- University of Southern California (Marketing Research Camp 2008)
- University of Texas, Austin (2012)
- University of Texas, San Antonio (2012)
- University of Toronto (2010)
- University of Utah (JDM Winter Symposium, 2013, 2015)
- University of Washington (2011)
- Vrije Universiteit Amsterdam (2014)
- Wageningen University (2012)
- Washington University (2015)
- Yale University (2006, 2009)

Teaching Experience

Design and Analysis of Experiments (doctoral seminar), New York University (2006-present)
 Consumer Behavior (MBA), New York University (2003-present)

Consumer Behavior (undergraduate), New York University (2002-present)
International Marketing (undergraduate), University of Florida (2000)
Lab Instructor, Introduction to Business Statistics, University of Florida (1999)

Professional Service

Associate Editor

Journal of Consumer Research (2014-Present)
Journal of Consumer Psychology (2012-2015)
International Journal of Research in Marketing (2009-2013)

Editorial Review Board:

Journal of Marketing Research (2009-present)
Marketing Letters (2012-present)
Journal of Consumer Research (2002-2014)
Journal of Consumer Psychology (2010-2012, 2015-present)
International Journal of Research in Marketing (2006-2009)

Ad Hoc Reviewer:

- *Journal of Marketing, Journal of Political Economy, Management Science, Marketing Science, Proceedings of the National Academy of Sciences, Psychological Science, Journal of Personality and Social Psychology, Behavior Research Methods, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Applied, European Journal of Social Psychology, Journal of Conflict Resolution, Journal of Economic Psychology, Personality and Individual Differences, Frontiers in Emotion Science, ACR Conference (2002, 2003, 2007, 2008), SCP Conference (2003, 2004, 2005, 2006), EMAC Conference (2005, 2006, 2009, 2010), SJDM Conference (2011), MSI Doctoral Dissertation Proposal Competition (2005, 2012, 2013), SCP Dissertation Proposal Competition (2012), AMA Howard Dissertation Award (2009, 2014), EMAC McKinsey Dissertation Award (2010, 2011, 2012), Steenkamp award for long term impact in IJRM (2011), ACR Nicosia award (2012)*

Conference Co-Chair:

SCP Conference (2013)

Program Committee:

ACR Conference (2004, 2006, 2010, 2011, 2012, 2013, 2015), SCP Conference (2009, 2012, 2014, 2015), SCP International Conference (2012, 2015), E-ACR Conference (2013)

Doctoral Colloquium Faculty Fellow:

ACR (2006, 2011, 2012, 2013, 2014), EMAC (2007, 2009, 2010), SCP (2014)

Grant Reviews:

Social Sciences and Humanities Research Council of Canada (SSHRC), University Research Council of the Catholic University Leuven, National Research Foundation of South Africa, Research Foundation – Flanders (FWO)

Doctoral Workshops:

New York University, Catholic University Leuven, Wharton School of Business, Erasmus University, Hong Kong University of Science and Technology, University of British Columbia, UC-Berkeley, Koç University, INSEAD

Service at NYU

Dissertation committee member:

- Suresh Ramanathan (University of Chicago)
- Sucharita Chandran (Boston University)
- Nikki Lee (Rutgers University)
- Nidhi Agrawal (Northwestern University)
- Manoj Thomas (Cornell University)
- Gulden Ulkumen (USC)
- Pragya Mathur (Baruch College)
- Jeff Galak (Carnegie Mellon University)
- Aronte Bennett (Villanova University)
- Ellie Kyung (Dartmouth University)
- Edith Shalev (Technion University, Israel)
- Eesha Sharma (Dartmouth University)
- Shelle Santana (Harvard University)
- Carolien Goukens - University of Leuven (Maastricht University, The Netherlands)
- Hannah Chang – Columbia University (Singapore Management University)

Advisor:

- Cenk Bülbül (Ogilvy)
- Hyun Young Park (CEIBS, Shanghai)
- Stephanie Tully (University of Southern California)

Coordinator, Stern PhD program in Marketing (2014-present)

Chair of the Faculty Recruiting Committee (2003, 2009)

Member of the Faculty Recruiting Committee (2001-2004)

Member of the Doctoral Program Committee (2005-Present)

Member of the Marketing Curriculum Committee (2014-Present)

Member of the Dean's Faculty Advisory Committee (2011-2012)

Member of the Undergraduate Curriculum Taskforce (2011-2012)

Member of the Research Resources Committee (2012)

Member of the Diversification and Portfolio Taskforce (2014-present)

Other

2009 fMRI Visiting Fellow, Martinos Center for Biomedical Imaging, Harvard Medical School

2009 Co-Investigator, \$1.1 million NIH / NIDA grant to study the neural correlates of drug prevention messages

Languages

Dutch, English, French, German, Italian, & Spanish