

Andrew D. Gershoff
Associate Professor of Marketing
Ross School of Business at the University of Michigan
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Education

Ph.D., Marketing, University of Texas at Austin, 1999
M.B.A., University of Texas at Austin, 1995
B.A., Sociology, University of Massachusetts at Amherst, 1989

Research Interests

Word-of-mouth, information agents, interpersonal perception, and consumer decision making; Effects of perceived fairness, trust, and betrayal on consumer evaluation; Branding and its effect on consumer evaluation and choice.

Refereed Publications

Gershoff, Andrew D., Ashesh Mukherjee and Anirban Mukhopadhyay (in press) "How Do We Love It, Let Me Count the Ways: Attribute Ambiguity, and the Positivity Effect in Agent Evaluation," *Journal of Consumer Research*.

Gershoff, Andrew D., Ashesh Mukherjee and Anirban Mukhopadhyay (forthcoming 2006) "I Love it' or 'I Hate it?' The Positivity Effect of Stated Preferences for Agent Evaluation," *Marketing Letters*, 17 (2).

Gershoff, Andrew D. and Gita V. Johar, (2006) "How Well Do You Know Me? Consumer Calibration of Others' Knowledge," *Journal of Consumer Research*.

Koehler, Jonathan J. and Andrew D. Gershoff (2005) "Betrayal Aversion and Moral Heuristics: Response to Sunstein (2005) 'Moral Heuristics'," *Behavioral and Brain Sciences*.

Broniarczyk, Susan M. and Andrew D. Gershoff (2003) "The Reciprocal Effects of Brand Equity and Trivial Attributes," *Journal of Marketing Research*.

Gershoff, Andrew D., Ashesh Mukherjee and Anirban Mukhopadhyay (2003), "Consumer Acceptance of On-line Agent Advice: Extremity and Positivity Effects," *Journal of Consumer Psychology*.

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Koehler, Jonathan J. and Andrew D. Gershoff (2003), "Betrayal Aversion: When Agents of Protection Become Agents of Harm," *Organizational Behavior and Human Decision Processes*.

Gershoff, Andrew D., Susan M. Broniarczyk, and Patricia M. West (2001), "Recommendation or Evaluation? Task Sensitivity in Information Source Selection," *Journal of Consumer Research*.

Gershoff, Andrew D. and Patricia M. West (1998), "Using a Community of Knowledge to Build Intelligent Agents," *Marketing Letters*.

Broniarczyk, Susan M. and Andrew D. Gershoff (1997), "Meaningless Differentiation Revisited," in *Advances in Consumer Research*, ed. Merrie Brucks and Debbie MacInnis, Vol. XXIV, Provo, UT: Association for Consumer Research, 223-228.

Other Publications

Gershoff, Andrew and Eric Johnson (August 2003), "Avoid the Trap of Thinking Everyone is Just Like You," *Financial Times*, Friday, August 29, pg. 7.

Working Papers and Projects in Progress

"Moderating Effects on Betrayal Aversion." (with Jonathan Koehler) in preparation for submission to *Journal of Consumer Research*.

"New and Unimproved: Consumer Perceptions of Fairness of Versioned Products." (with Ran Kivetz and Anat Keinan) in preparation for submission to *Journal of Marketing Research*.

"Asymmetry of Preferences and False Consensus Effects." (with Ashesh Mukherjee and Anirban Mukhopadhyay), target *Journal of Consumer Research*.

"Tis Better to Give than to Receive: The Effect of Categorization on Estimates of Own and Others Probability of Successful Recommendations." (with Susan Broniarczyk) target *Journal of Consumer Research*.

"The Effects of Psychological Reactance on Boycott Participation." (with Zeynep Gurhan-Canli) target *Journal of Consumer Research*.

"Show Me What I'll Love - But Protect Me from What I'll Hate: Improving Preference Predictions of Electronic Agents." target *Journal of Marketing Research*.

"Consumer Estimates of Own and Other's Abilities" (with Katherine Burson) target *Journal of Marketing Research*.

Refereed Conference Presentations

“Few Ways to Love, Many Ways to Hate: Attribute Ambiguity and Positivity Effects in Agent Evaluation,” (with Ashesh Mukherjee and Anirban Mukhopadhyay) Society for Consumer Psychology Conference, Miami, FL, February 2006.

“The Psychology of Versioning: Marginal Costs and Counterfactual Thinking as Determinants of Fairness Perceptions and Choice,” (with Anat Keinan and Ran Kivetz) Society for Consumer Psychology Conference, Miami, FL, February 2006.

“Evaluations of Merged Brands: Effects of Brand Fit and Brand Relationships,” (with Anil Thozhur and Donald Lehmann), Society for Consumer Psychology Conference, St. Pete Beach, FL, February 2005.

“How Well Do You Know Me? Consumer Calibration of Others’ Knowledge” (with Gita Johar), Association for Consumer Research Conference, Portland, OR, October 2004.

“Tis Better to Give Than to Receive: Preference Estimates Conditioned on Own and Others’ Preferences,” (with Susan Broniarczyk) Society for Consumer Psychology Conference, San Francisco, CA, February 2004.

“Moderators of Betrayal Aversion” (with Jonathan Koehler), presented as part of special session at Association for Consumer Research Conference in Toronto, Canada, October 2003.

“Loves, Hates and In-Betweens: The Role of Preference Structures in Agent Choice,” (with Ashesh Mukherjee and Anirban Mukhopadhyay) presented as part of special session at Association for Consumer Research Conference in Toronto, Canada, October 2003.

“The Psychology of Versioning: Marginal Costs and Counterfactual Thinking as Determinants of Fairness Perceptions and Choice,” (with Ran Kivetz) presented as part of special session at Association for Consumer Research Conference in Toronto, Canada, October 2003.

“How Well Do You Know Me? Consumer Calibration of Others’ Knowledge” (with Gita Johar) European Association for Consumer Research, Dublin Ireland, June 2003.

“Love, Hate and In-Between: Extremity and Positivity Effects in Informativeness of Consumer Preference,” (with Ashesh Mukherjee and Anirban Mukhopadhyay) Society for Consumer Psychology Conference, New Orleans, LA, February 2003.

“The Impact of Other’s Opinions on Decision Making: Role of Extreme Prediction Rate,” (with Ashesh Mukherjee) Association for Consumer Research Conference, Salt Lake City, UT, October 2000.

“Consumer Agent Selection: Recommendations Versus Evaluations,” (with Susan M. Broniarczyk and Patricia M. West) presented as part of special session at Association for Consumer Research Conference in Montreal, Canada, October 1998.

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“Meaningless Differentiation Revisited,” (with Susan M. Broniarczyk) Association for Consumer Research Conference in Tucson, Arizona, October 1996.

“The Role of Brand Equity in Product Differentiation,” (with Susan M. Broniarczyk) presented as part of special session at Association for Consumer Research Conference in Tucson, Arizona, October 1996.

Other Presentations

“How Well Do You Know Me? Consumer Calibration of Others’ Knowledge” (with Gita Johar), invited presentation, Arizona State University, February 2006.

“The Psychology of Manufacturing Process: Marginal Costs and Counterfactual Thinking as Determinants of Fairness Perceptions and Choice,” (with Ran Kivetz), Ross School of Business Hosmer Lunch, October 2005.

“Avoiding Betrayal Over Choosing Safety? Moderators of Betrayal Aversion” (with Jonathan Koehler), Decision Science Conference, University of Michigan, May 2005.

“Who Do You Know? Consumer Calibration of Others’ Knowledge” (with Gita Johar), Ross School of Business Hosmer Lunch, March 2005.

“How Well Do You Know Me? Consumer Calibration of Others’ Knowledge” (with Gita Johar), Marketing Science Institute Young Scholars Conference, Park City Utah, January 2005.

“Moderators of Betrayal Aversion” (with Jonathan Koehler), invited presentation, Rutgers University, November 2003.

“Moderators of Betrayal Aversion” (with Jonathan Koehler), invited presentation, University of Michigan, October 2003.

“Loves, Hates and In-Betweens: Informativeness of Revealed Preferences in Agent Evaluation.” (with Ashesh Mukherjee and Anirban Mukhopadhyay), invited presentation, Wharton Spring Seminar Series, April 2003.

“Consumer Agent Evaluation,” invited presentation, University of Texas, October 2001.

“Betrayal Aversion,” Columbia University Marketing Camp, May 2000.

“Betrayal Aversion,” Columbia University Social Psychology Network, June 2000.

“Consumer Agent Selection: Sensitivity to Task Dependence,” invited presentation, Ohio State University Department of Marketing, January 1999.

“Using Others’ Opinions to Predict Individual Preference for Aesthetic Products,” (with Patricia M. West) Haring Symposium, University of Indiana, March 1995.

Selected Media Quotes and Mentions

Ann Arbor News (March 1, 2006), “Local Home Repair Franchiser Has Stars in Its Eyes on Oscar Night”

Softpedia News (February 2006), “Do You Really Know Your Friends?”

San Jose Mercury News (February 12, 2006), “A Driving Desire to Be American”

Detroit News (January 31, 2006), “Ford: Now It’s Easy Being Green”

New Kerala (January 31, 2006), “We Don’t Know Our Friends As Well As We Think!”

New India Press (January 31, 2006), “We Don’t Know Our Friends As Well As We Think!”

International Herald Tribune (January 26, 2006), “Will Public Buy Into Ford’s Rebirth?”

New York Times (January 25, 2006), “Ford Ad Draws Criticism Even Before It Is Shown”

Ann Arbor News (July 28, 2005), “Mining Data Is Good as Gold for Ann Arbor Firm”

The Wall Street Journal (February 2004), “How to Research a Consumer Product”

Milwaukee Journal Sentinel (October 28, 2003), “Online Reviewers Love to Sound Off”

The Japan Times (June 20, 2002), “Japan Urged to Focus on CRM”

CNN Money (November 9, 2001), “Consumers Seek Comfort”

Selected Honors and Awards

Marketing Science Institute Young Scholar (2005)

University of Texas Outstanding Doctoral Dissertation Award Nominee (1999)

American Marketing Association Doctoral Consortium Fellow (1998)

William S. Livingston Graduate Fellowship (1998 - 1999)

Doctoral Internationalization Marketing Consortium Fellow (1997)

Haring Symposium Fellow (1996)

Southern Marketing Association Doctoral Consortium Fellow (1995)

University of Texas Graduate School of Business Sord Scholar Award (1995)

Teaching

MBA Courses

MBA Marketing Core

Fall 2005 University of Michigan (3 sections) - Student Evaluation 4.5 out of 5
Fall 2004 University of Michigan (2 sections) - Student Evaluation 4.8 out of 5
Spring 2003 Columbia University (4 sections) - Student Evaluation 4.6 out of 5
Spring 2002 Columbia University (4 sections) - Student Evaluation 5.8 out of 7
Spring 2001 Columbia University (4 sections) - Student Evaluation 6.3 out of 7

Marketing Research (MBA elective) Columbia University

Fall 2002 - Student Evaluation 4.9 out of 5
Fall 2001 - Student Evaluation 6.7 out of 7
Spring 2000 - Student Evaluation 6.7 out of 7
Fall 1999 - Student Evaluation 6.4 out of 7

Marketing of Services (MBA elective) Columbia University

Spring 2000 - Student Evaluation 6.3 out of 7

Executive Education Programs

Bristol-Myers-Squibb custom executive education program - 2003
E-commerce: Creating Strategic Advantage - April 2000, June 2000
Marketing Management in the New Economy - December 2000
Marketing Management - April 2002