

## Katherine A. Burson

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### ACADEMIC APPOINTMENTS

Associate Professor of Marketing (with tenure), University of Michigan, Ross School of Business, 2011 –

Assistant Professor of Marketing, University of Michigan, Ross School of Business, 2003 - 2011

### EDUCATION

Graduate School of Business,  
University of Chicago

Ph.D. in Marketing, 2004. Minors: Behavioral Science and Statistics  
MBA in Marketing, 2004.

University of Chicago

Masters of Arts in Social Sciences (M.A), 1998.  
Concentration in Behavioral Science.

University of California at Berkeley

Bachelor of Arts (with High Honors) in Psychology, 1997.

### PUBLICATIONS and PAPERS UNDER REVIEW

Doering, T. & Burson, K. A. (under review). Biased Carbon Footprint Estimation Across Lifecycle Stages

Chae, R. & Burson, K. A. (forthcoming). Perceptual Time Compression at the 1st of the Month Increases Deadline Motivation, *Journal of the Association for Consumer Research*.

Rick, S. I., Paolacci, G., & Burson, K. A. (2018). Income Tax and the Motivation to Work, *Journal of Behavioral Decision Making*, 31(5), 619-631.

Aribarg, A., Burson, K. A., & Larrick, R. P. (2017). Tipping the Scale: Discriminability Effects in Conjoint, *Journal of Marketing Research*, 54(April), 279-292.

Burson, K. A. & Gershoff, A. D. (2015). Marketing Actions That Influence Estimates of Others Also Shape Identity, *Journal of Consumer Psychology*, 25(3), 495-503.

Rick, S. I., Pereira, B., & Burson, K. A. (2014). The Benefits of Retail Therapy: Making Purchase Decisions Reduces Residual Sadness, *Journal of Consumer Psychology*, 24(3), 373-380.

Burson, K. A., Faro, D., & Rottenstreich, Y. (2013). Multiple Unit Holdings Yield Attenuated Endowment Effects. *Management Science*, 59(3), 545-555.

Smith, R. W., Faro, D., & Burson, K. A. (2013). More for the Many: The Impact of Entitativity on Charitable Giving. *Journal of Consumer Research*, 39(5), 961-976.

Paolacci, G., Burson, K. A., & Rick, S. I. (2011). The Intermediate Alternative Effect: Considering a Small Tradeoff Increases Subsequent Willingness to Make Large Tradeoffs. *Journal of Consumer Psychology*, 21(4), 384-392.

Gershoff, A., & Burson, K. A. (2011). Knowing Where They Stand: The Role of Inferred Distributions of Others in Misestimates of Relative Standing. *Journal of Consumer Research*, 38(3), 407-419. (Lead article)

Burson, K. A., Faro, D., & Rottenstreich, Y. (2010). ABC's of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating. *Organizational Behavior and Human Decision Processes*, 113, 1-12. (Lead article)

Burson, K. A., Larrick, R. P., & Lynch, J. Jr. (2009). Six of One, Half Dozen of the Other: Expanding and Contracting Numerical Dimensions Produces Preference Reversals. *Psychological Science*, 20(9), 1074-1078.

Larrick, R. P., Burson, K. A., & Soll, J. B. (2007). Social Comparison and Confidence: When Thinking You're Better than Average Predicts Overconfidence. *Organizational Behavior and Human Decision Processes*, 102(1), 76-94.

Burson, K. A. (2007). Consumer-Product Skill Matching: The Effects of Difficulty on Relative Self-Assessment and Choice. *Journal of Consumer Research*, 34(June), 104-110.

Burson, K. A., Larrick, R. P., & Klayman, J. (2006). Skilled or Unskilled, but Still Unaware of It: How Perceptions of Difficulty Drive Miscalibration in Relative Comparisons. *Journal of Personality and Social Psychology*, 90(1), 60- 77.

## WORKING PAPERS

Burson, K. A., Chae, R., & Doering, T. (2026). Attribute Centrality and Preference for Agricultural Carbon Reduction.

Chae, R. & Burson, K. A. (2026). Calendar Framing Effects

Burson, K. A., Chae, R., & Larrick, R. P. (2026). The Days are Long but the Years Fly By.

Doering, T., Burson, K. A., & Gershoff, A. D. (2024). Not Like it Used to Be: How Essence Fades with Time.

## WORK IN PROGRESS

Coinage Proliferation in Academic Publications (with Tim Doering, Andrew Gershoff, and Steve Shaw)

From Perception to Choice: Thresholds, Trade-Offs, and Interpreting Conjoint Utilities (with Jamie Lee)

Backwards Contagion (with Andrew Gershoff and Tim Doering)

Overcoming with an Overview (with Tim Doering)

Affective transfer in earnings (with Tim Doering)

Expertise, Numeracy, and Discriminability (with Rebecca Chae and Richard Larrick)

Background Salience and Discriminability (with Richard Larrick)

## INVITED TALKS

Maastricht University Marketing Seminar, September 2025  
Tilburg University Marketing Seminar, September 2025  
University of Michigan Hosmer Faculty Seminar Series, Ross School of Business, November 2024.  
University of Toronto, Rotman Marketing Seminar Series, December 2023.  
University of Michigan Hosmer Faculty Seminar Series, Ross School of Business, February 2023.  
INSEAD Marketing Seminar Series, January 2023.  
University of Washington Marketing Seminar, April 2022.  
Lucerne Research Seminar in Economics and Management (Tim Doering, presenter), April 2022.  
Preparation Initiative, Ross, University of Michigan, November 2017.  
Johns Hopkins University Marketing Seminar, May 2017.  
University of Southern California Marketing Seminar, April 2016.  
Wharton Decision Process Seminar, February 2016.  
Social, behavioral and experimental economics series, University of Michigan, December 2015.  
Erb Institute Colloquium, December 2015.  
University of California, Berkeley, April 2013. Vanderbilt University, March 2013.  
University of Michigan Decision Consortium, April 2011.  
University of Texas, Austin, April 2010.  
Erasmus, Rotterdam, Marketing Seminar Series, May 2009.  
NYU, Stern School of Business, Marketing Seminar Series, April 2009.  
University of Michigan Marketing Brownbag Seminar, February 2009.  
University of Michigan Hosmer Faculty Seminar Series, Ross School of Business, November 2008.  
University of Michigan Decision Consortium, April 2008.  
University of Chicago Center for Decision Research Brownbag, April 2008.  
Carnegie Mellon Behavioral Decision Research Seminar, September 2007.  
University of Michigan M&O Brownbag Seminar, March 2007.  
Wharton Decision Process Brownbag, January 2007.  
Rice University Marketing Workshop, October 2006.  
University of Michigan Marketing Brownbag Seminar, January 2006.  
University of Michigan Marketing Brownbag Seminar, February 2005.  
University of Michigan Decision Consortium, December 2004.  
University of Michigan Hosmer Faculty Seminar Series, Ross School of Business, November 2003.  
University of Michigan Marketing Seminar Series, Ross School of Business, 2002.  
University of Washington Marketing Seminar Series, 2002.  
Southern Methodist University Marketing Seminar Series, 2002.  
London Business School Marketing Seminar Series, 2002.  
INSEAD Marketing Seminar Series, 2002.

## CONFERENCE PRESENTATIONS (\* denotes presenter)

"Understanding Misestimations of Emissions Over Product Lifecycle Stages" Dutch CB Conference, Wageningen University, 2026

"The Days are Long but the Years Fly By" Society for Judgment and Decision Making, 2025

"Understanding Misestimations of Emissions Over Product Lifecycle Stages" Association for Consumer Research Annual Conference, 2025\*

"The Days are Long but the Years Fly By" Association for Consumer Research Annual Conference, 2024

"Preserving Essence: The Mere Packaging Effect" Association for Consumer Research Annual Conference, 2019. Michigan University-Wide Sustainability and Environment (MUSE), 2019. Association for Consumer Research Annual Conference, 2020. Society for Consumer Psychology, 2021. European Marketing Association Conference, 2021.

"Calendar Framing Effects" Society for Consumer Psychology Annual Conference, 2019. Association for Consumer Research Annual Conference, 2019.

"It's Not About the Money: The Impact of Taxes on Productivity" Boulder Summer Conference on Consumer Financial Decision Making, May, 2013. May Decision Consortium Conference, May, 2013.\* 43<sup>rd</sup> annual European Marketing Association Conference, June, 2014. Association for Consumer Research Annual Conference, 2013. Subjective Probability, Utility, and Decision Making Conference, 2013. Behavioral Decision Research in Management Conference, 2014. European Marketing Academy Annual Conference, 2014.

"The Benefits of Retail Therapy: Buying Alleviates Sadness" Behavioral Decision Research in Management conference, June, 2012. Association for Consumer Research, October 2012. University of Michigan May Decision Consortium Conference, May, 2014. Customer Insights Conference, Yale University, April, 2014.

"What IS JDM?" ACR Doctoral Symposium, Association for Consumer Research, October, 2010.\*

"The Effects of Unitization on Charitable Giving" Ross Net Impact, March 2013\*. Association for Consumer Research, October 2011. Consumer Behavior Research Camp, January, 2010.\* Society for Judgment and Decision Making, November, 2010.\*

"Six of One, Half Dozen of the Other: Consequences of Expanding and Contracting Numerical Dimensions" Society for Consumer Psychology, February, 2012.\* Association for Consumer Research, October, 2012.\* Behavioral Decision Research in Management Conference, 2014.\*

"The Intermediate Alternative Effect: Considering a Small Tradeoff Increases Subsequent Willingness to Make Large Tradeoffs," Society for Judgment and Decision Making, November 2011 Association for Consumer Research, October 2011. Society for Judgment and Decision Making, November, 2011.

"Providing Multiple Units of a Good Moderates the Endowment Effect" Association for Consumer Research, October, 2010.\* Consumer Behavior Research Camp, January, 2009.\* Society for Judgment and Decision Making, November, 2008. International Conference on the Foundations & Applications of Utility, Risk & Decision Theory, 2008. Behavioral Decision Research in Management conference, April, 2008. Society for Consumer Psychology, February, 2008.\*

“Timeline as a Tool for Managing Your PhD” ACR Doctoral Symposium, Association of Consumer Research, September, 2008.\*

“Two Wrongs Make a Right? Accidental Accuracy in Predictions of Others’ Preferences Under Uncertainty” Association for Consumer Research, September, 2007.\* 36th annual European Marketing Association Conference, May, 2007.\* Behavioral Decision Research in Management conference, June, 2006.\* Association for Consumer Research, September, 2005.

“Investors Can’t Choose Their Fund and Feel Good, Too” Association for Consumer Research, September, 2008.\* Mid-Northwestern Consumer Behavior Winter Carnival and Research Camp, January, 2007.\* Marketing & Public Policy Conference, June, 2006.\* Association for Consumer Research, September, 2005.\*

“Dissonance Reduction Deferred: The Effects of Anticipated Feedback” Society for Consumer Psychology, February, 2006.\*

“Judgments of Performance: The Relative, the Absolute, and the In-Between” Association for Consumer Research, September, 2005.\*

“In Search of Lake Wobegon: Why Sometimes, We’re All Below Average” Society for Judgment and Decision Making, November, 2002.\*

“On the Relationship Between Two Classic Judgment Errors: Is Thinking You’re Better-Than-Average the Same as Being Overconfident?” Behavioral Decision Research in Management conference, April 15, 2004.\*

“The Effect of Interpersonal and Interproduct Comparison on Product Choice” Association for Consumer Research, October, 2003.\*

## EDITORIAL REVIEW BOARDS

*Journal of Behavioral Decision Making (2018-present)*

*Organizational Behavior and Human Decision Processes (2012-2016, 2020-present)*

*Journal of Consumer Psychology (2020-present)*

*Journal of Marketing Behavior (2015-2022)*

*Journal of Marketing Research (2016-2018)*

*Journal of Consumer Research (2011-2017)*

## AD HOC REVIEWER

Association for Consumer Research

*American Economic Review*

*American Journal of Media Psychology.*

*Basic & Applied Social Psychology*

*British Journal of Social Psychology*

*Cognition*

*Collabra*

*European Journal of Social Psychology*

European Marketing Association  
*Journal of Behavioral Decision Making*  
*Journal of Business Research*  
*Journal of Consumer Psychology*  
*Journal of Consumer Research*  
*Journal of Economic Psychology*  
*Journal of Experimental Psychology: Applied*  
*Journal of Experimental Psychology: General*  
*Journal of Experimental Social Psychology*  
*Journal of Marketing*  
*Journal of Marketing Behavior*  
*Journal of Marketing Research*  
La Londe Conference  
*Management Science*  
*Memory & Cognition*  
National Science Foundation  
*Nature*  
*Organizational Behavior and Human Decision Processes*  
*PNAS*  
*Psychological Record*  
*Psychological Reports*  
*Psychological Review*  
*Psychological Science*  
*Quarterly Journal of Experimental Psychology*  
*Social and Personality Psychology*  
*Compass*  
*Social Psychological and Personality Science*  
Society for Consumer Psychology  
Society for Consumer Psychology Annual Dissertation Proposal Competition  
Society for Judgment and Decision Making  
University of Michigan Office of Research U.S.-Israel Binational Science Foundation

## OTHER SERVICE

### **Department**

Rookie Hiring Committee, Summer and Fall 2006, Fall 2007, Summer and Fall 2008,  
Summer and Fall 2017, Fall 2022, Summer and Fall 2024 (Chair)  
Leo Burnett Scholarship Committee, 2017, 2018, 2019, 2020, 2021, 2022, 2023  
Faculty Representative, Haring Symposium, 2022  
LEO renewal committee, 2013, 2014, 2017, 2020, 2022, 2026  
Marketing Curriculum Review Committee, 2018-2020  
Junior Faculty Major Review Committee, 2020  
Junior Faculty Informal Feedback Committee, 2018, 2019  
AAF/NSAC advisor 2015-2016 LEO hiring committee, 2013-2014  
Faculty Liaison, BBA marketing clubs, 2013-2014  
Non-Rookie Hiring Committee, Fall 2007-2008, 2011-2012

Advisor, Google Online Marketing Challenge, 2012  
Marketing Retreat Committee, 2012  
Speaker for Michigan Advertising and Marketing Club, 2007, 2009  
Marketing Seminar coordinator, Fall 2009-2011  
Core course coordinator 2004-2008  
Judge, BOSS Marketing Case Competition, April 2006  
Marketing Subject Pool Manager, 2005-2007

## **School**

Interviewer, Recruiting Managing Director, Office of Undergraduate Programs, 2025  
Faculty Council for Undergraduate Programs, 2019-2021, 2023-2024, Chair 2024-2025  
Interviewer, Recruiting Managing Director for Part Time MBA Programs, 2023  
Co-Facilitator, Teaching Excellence and Innovation Taskforce, 2023  
Moderator, MBA MMC conference, 2022  
Speaker for BA100, 2020  
Faculty Grievance Board Panel Candidate, 2019-2020  
Undergraduate Programs Advisory Committee, 2016-2017  
Curriculum Committee, 2016  
Dean Search Committee 2015-2016  
Ross Community Values Committee, 2014 - 2016  
One Year Masters Task Force, 2014 - 2015  
Specialty Masters Committee, 2013-2014  
Coordinator, Hosmer-Hall Interdisciplinary Research Luncheons, 2013-2015  
Think BBA...Think Bold...Think the Michigan Difference, 2012  
Technology Advisory Committee, 2011-2012  
Reviewer for Doctoral Studies Grant, 2012  
BBA Curriculum Redesign Committee, 2012-2013  
Speaker for RNI Social Impact Scholars Forum, 2013  
Moderator, Ross Marketing Symposium, 2011  
Go Blue Rendezvous Classroom Experience, 2011

## **University**

IRB-HSBS Board Member, 2025-present  
Kinesiology 3<sup>rd</sup> Year Review committee (Na Ri Shin), 2025  
Reviewer, Graham Sustainability Institute Fellowship, 2023  
External Faculty Mentor (Na Ri Shin), Kinesiology, 2022-present  
Faculty Representative, President's Culture Change Working Group, 2021-2023  
Kinesiology Faculty Search committee, 2019-2022  
Faculty Marshal, Winter Commencement, 2017  
ETextbook Advisory Group, 2011-2012

## **Undergraduate Advising**

Advisor, BBA Honors Thesis, Riya Gupta, 2020-2021  
Advisor, BBA Honors Thesis, Donald Chao, 2016-2017  
Advisor, BBA Honors Thesis, Farhan Iqbal, 2013-2014

Advisor, Undergraduate Research Opportunity Program, Marti Rosenberg, Daniel Harris, Shirley Cho, Fall 2006-Winter 2007

Advisor, Undergraduate Honors Thesis, Tal Halpern, 2005

Advisor, Independent Study, Fall 2004, Winter 2005, Fall 2005, Fall 2006, Fall 2007, Fall 2008, Winter 2009, Fall 2009, Winter 2013

## Graduate Advising

Advisor, Jamie Lee, 2022-

Dissertation Committee, Elizabeth Trinh, 2024-2026

Advisor, MBA Independent Study, Alexandra Isaac and Christine Taft, 2024

Dissertation Committee, Siddarth Singh Chaudhari (Political Science), 2022-

Qualifying Exam Committee, Zhijing Chen (Sports Management), 2022

Dissertation Advisor, Tim Doering, 2017-2022

Dissertation Advisor, Rebecca Chae, 2019-2020

Advisor, Abram Ayala, 2018

Dissertation Committee, Rebecca Chae, 2014-2018

Dissertation Committee, Anna Linda Hagen, 2013-2016

Dissertation Committee, Jenny Olson, 2013-2015

Dissertation Committee, Edward O'Brien (Psychology), 2013-2014

Dissertation Committee, Beatriz Pereira, 2011-2014

Dissertation Committee, Edward Wellman, 2011-2013

Dissertation Advisor, Robert Smith, 2007-2013

Dissertation Advisor, Megan Witmer, 2011-2014

Dissertation Advisor, Gabriele Paolacci (Ca' Foscari University of Venice), 2009-2012

Dissertation Committee, Sarah Konrath (Psychology), 2007

Dissertation Committee, Hyunjin Song (Psychology), 2007

## External Service

Conference Cochair, ACR, 2025-2026

Doctoral Symposium Mentor, ACR, 2025

Annual Tenure Project Conference Mentor, 2025

Doctoral Symposium Cochair, ACR, 2024

Program Committee Member, ACR, 2007, 2010, 2013, 2014, 2015 (AE), 2016, 2017, 2018, 2019, 2020, 2021(AE), 2022(AE), 2023, 2025

Program Committee Member, SJDM, 2012-2019, 2021, 2022, 2024

Program Committee Member, SCP, 2011, 2013, 2014, 2016(AE), 2019(AE), 2022, 2024, 2025

Program Committee Member, BDRM, 2012, 2014, 2016, 2024

SCP/JCP Scientific Practices Committee, 2015

Co-Chair, SCP Division APA Conference in Washington DC, 2014

SCP Super-Committee on Scientific Practices and Reporting, 2012

## GRANTS, AWARDS, AND HONORS

Internal Ross Research Grant, \$25k, 2025

Lichtenstein Research Acceleration Award, 2024, 2026

2019 PhD Teaching Excellence Award, 2020  
Michael R. and Mary Kay Hallman Fellow, 2012-2015  
State Farm Companies Foundation Business Doctoral Award, 2003  
Oscar Mayer Dissertation Fellowship, University of Chicago, 2002  
Research Fellowship, Graduate School of Business, University of Chicago, 1998-2002  
Summer Research Grant, University of Chicago, 1999  
Psi Chi, University of California at Berkeley, 1997

## TEACHING EXPERIENCE

Marketing Management (M300)  
Advertising (M311/M411)  
Advertising (M611)  
Advertising (Online MBA Program M711)  
Brand Management (M403)  
Strategic Brand Management (Weekend MBA Program M633)  
Strategic Brand Management (M603)  
Marketing Capstone (M430)  
Ph.D. Seminar in Consumer Behavior (M898) MAP

## ADDITIONAL AFFILIATIONS

Faculty Associate, Center for Positive Organizations, Ross School of Business, 2021-  
Faculty Associate, Center on Finance, Law, and Policy, University of Michigan, 2018-