

Katherine A. Burson

University of Michigan, Ross School of Business

701 Tappan Ave.

Ann Arbor, MI 48109-1234

Tel: 734-764-6873 Fax: 734-936-0279

kburson@umich.edu

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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

Chae, R. & Burson, K. A. (under review). *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

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

Burson, K. A., Chae, R., & Larrick, R. P. (2025). The Days are Long but the Years Fly By.

WORK IN PROGRESS

Backwards Contagion (with Andrew Gershoff and Tim Doering)

Carbon Misestimation (with Tim Doering and Gergana Nenkov)

Overcoming with an Overview (with Tim Doering)

Digital Essence (with Tim Doering)

Affective transfer in earnings (with Tim Doering)

Calendar framing effects (with Rebecca Chae)

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

Background Salience and Discriminability (with Richard Larrick)

INVITED TALKS

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)

"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.* 43rd 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
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
 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

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

Reviewer, Graham Sustainability Institute Fellowship, 2023

External Faculty Mentor (Na Ri Shin), Kinesiology, 2022-

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-

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, 2026
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
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-