

CURRICULUM VITAE

SCOTT I. RICK

University of Michigan
Ross School of Business
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ACADEMIC POSITIONS

- 2016– Associate Professor of Marketing
Ross School of Business, University of Michigan
- 2024 Faculty Director, Michigan Ross Empower and Thrive Initiative
- 2009–2016 Assistant Professor of Marketing
Ross School of Business, University of Michigan
- 2007–2009 Research Fellow and Lecturer of Operations and Information Management
The Wharton School, University of Pennsylvania

EDUCATION

- 2007 Ph.D. Behavioral Decision Research, Carnegie Mellon University
- 2002 B.A. Economics, *Summa cum laude*, University of Houston (Honors College)

BOOK

Rick, Scott (2024), *Tightwads and Spendthrifts: Navigating the Money Minefield in Real Relationships*, St. Martin's Press.

- Selected as [a January 2024 "Must Read"](#) by the Next Big Idea Club
- Selected as a Best New Book by the *New York Post* in January 2024
- Selected for the Maryland Smith School of Business [Summer 2024 Reading List](#)
- Italian translation: Rick, Scott (2025), *Tirchi e spendaccioni: Gestire il denaro nelle relazioni personali*, Egea (Bocconi University). Media: *Corriere della Sera*, *La Stampa*, *Linkiesta*
- Other translations in progress
- 40+ podcast interviews ([Spotify playlist](#)), including [Think \(KERA / NPR\)](#), [Everyday Better with Leah Smart](#), [Reimagining Love](#), [Next Big Idea Daily](#), [So Money with Farnoosh Torabi](#), [Michigan Public](#), [Minnesota Public Radio](#), [Second City's Getting to Yes](#), [And Podcast](#),

- [*Passion Struck*](#), [*Her Money with Jean Chatzky*](#), [*Something You Should Know*](#), [*Motley Fool Money*](#), [*Behavioral Grooves*](#), [*Rational Reminder*](#), [*Brainy Business Podcast*](#), [*How to Money*](#), [*Brainfluence*](#), [*SuperPsyched*](#), [*Morningstar*](#), [*Think Act Be*](#)
- Related Media Coverage: [*Time*](#), [*Wall Street Journal*](#), [*Reuters*](#), [*New York Times*](#), [*The Atlantic*](#), [*NPR Life Kit*](#), [*The Daily Mail*](#), [*Hour Detroit*](#), [*Pulp*](#), [*Psychology Today*](#), [*Fox News*](#), [*IVY*](#), [*The Conversation*](#), [*MarketWatch*](#), [*Family Action Network*](#), [*Canvas8*](#), [*The Joint Account*](#), [*Relational Riffs*](#)

JOURNAL PUBLICATIONS

Google Scholar citations: [5,000+](#)

Olson, Jenny, Scott Rick, Deborah Small, and Eli Finkel (2023), “Common Cents: Bank Account Structure and Couples’ Relationship Dynamics.” *Journal of Consumer Research*, 50(4), 704-721.

- Winner of [2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing](#)
- Selected as a *JCR* “Editor’s Choice” article
- Altmetrics score in [top 1%](#) of all *JCR* articles tracked by Altmetrics
- Selected Media Coverage: *APA Monitor on Psychology*, *Bloomberg Radio*, *Boston Globe*, *Daily Mail*, *Forbes*, *The Globe and Mail*, *Greater Good Magazine*, *The Independent*, *MarketWatch*, *Money.com*, [*New York Times*](#), *NPR Life Kit*, *Psychology Today*, *TLC*, *US News & World Report*, *Wall Street Journal*, *Washington Post*

Olson, Jenny and Scott Rick (2023), “Subjective Knowledge Differences within Couples Predict Influence Over Shared Financial Decisions.” *Journal of the Association for Consumer Research*, 8 (4), 378-389.

- Lead Research Article
- Selected Media Coverage: [*New York Times*](#)

Olson, Jenny, and Scott Rick (2022), “You Spent How Much? Toward an Understanding of How Romantic Partners Respond to Each Other’s Financial Decisions,” *Current Opinion in Psychology*, 43 (February), 70-74.

- Selected Media Coverage: *American Century Investments*, *Psychology Today*

Smith, Craig, Margaret Echelbarger, Susan Gelman, and Scott Rick (2018), “Spendthrifts and Tightwads in Childhood: Feelings about Spending Predict Children’s Financial Decision Making,” *Journal of Behavioral Decision Making*, 31 (3), 446-460.

- Selected Media Coverage: *Barron’s*, *Charles Schwab’s Financial Decoder Podcast*, *Wall Street Journal*, *World Economic Forum*

Rick, Scott, Gabriele Paolacci, and Katherine Burson (2018), “Income Tax and the Motivation to Work,” *Journal of Behavioral Decision Making*, 31 (5), 619-631.

Rick, Scott (2018), “Tightwads and Spendthrifts: An Interdisciplinary Review,” *Financial Planning Review*, 1, e1010 (1-9).

Madrian, Brigitte, Hal Hershfield, Abigail Sussman, Saurabh Bhargava, Jeremy Burke, Scott Huettel, Julian Jamison, Eric Johnson, John Lynch, Stephan Meier, Scott Rick, and Suzanne Shu (2017), “Policy Applications of Behavioral Insights to Household Financial Decision-Making,” *Behavioral Science & Policy*, 3 (1), 27-40.

Rick, Scott, Beatriz Pereira, and Katherine Burson (2014), “The Benefits of Retail Therapy: Making Purchase Decisions Reduces Residual Sadness,” *Journal of Consumer Psychology*, 24 (3), 373-380.

- Selected Media Coverage: *BBC, Bloomberg, CBC Radio, CBS Detroit, The Chicago Tribune, CNBC, The Consumerist, DailyFinance, Daily Mail, The Denver Post, Detroit Free Press, The Economic Times, Elle Decor, Fidelity, Forbes, Fox & Friends, Glamour, Harvard Business Review Morning Advantage, Harvard Business Review – The Daily Stat, Huffington Post, The Independent, Jezebel, LearnVest, Michigan Radio, NBC News, New York Magazine, Psychology Today, Shape, Time, Toronto Star, U.S. News & World Report, Women’s Health Magazine, Yahoo! Finance*

John, Leslie, George Loewenstein, and Scott Rick (2014), “Cheating More for Less: Upward Social Comparisons Motivate the Poorly Compensated to Cheat,” *Organizational Behavior and Human Decision Processes*, 123 (2), 101-109.

- Selected Media Coverage: *Business Insider, Houston Chronicle, HR Magazine, Human Resource Executive, Psychology Today, Yahoo! Finance*

Rick, Scott and Maurice Schweitzer (2013), “The Imbibing Idiot Bias: Consuming Alcohol Can be Hazardous to Your (Perceived) Intelligence,” *Journal of Consumer Psychology*, 23 (2), 212-219.

- Selected Media Coverage: *Academy of Management, The Atlantic, Big Think, Bloomberg Businessweek, The Boston Globe, Business Insider, CBS MoneyWatch, Crain’s Detroit Business, Daily Mail, The Economic Times, The Economist, The Financial Times, Forbes, The Globe and Mail, Hindustan Times, Huffington Post, Inc., The Independent, Knowledge@Wharton, Marketplace, Men’s Health, New York Daily News, New York Post, Psychology Today, Reader’s Digest, Reuters, Scientific American Mind, Slate, The Stanford Daily, The Telegraph, Time, Toronto Star*

Amar, Moty, Dan Ariely, Shahar Ayal, Cynthia Cryder, and Scott Rick* (2011), “Winning the Battle but Losing the War: The Psychology of Debt Management,” *Journal of Marketing Research*, 48 (Special Issue), S38-S50. *Alphabetical authorship.

- Selected Media Coverage: *The Baltimore Sun, Business Insider, Chicago Booth Capital Ideas, The Chicago Tribune, CreditCards.com, The Dave Ramsey Show, Experian, Fidelity, Fox Business, The Globe and Mail, Kiplinger, MarketWatch, NerdWallet, The Oregonian, Pacific Standard, Pittsburgh Tribune-Review, Scientific American, The Seattle Times, SmartMoney, Time, Yahoo! Finance*

Rick, Scott, Deborah Small, and Eli Finkel (2011), “Fatal (Fiscal) Attraction: Spendthrifts and Tightwads in Marriage,” *Journal of Marketing Research*, 48 (2), 228-237.

- Selected Media Coverage: *ABC News, The Baltimore Sun, BBC, C-SPAN, CBS MoneyWatch, The Chicago Tribune, Consumer Reports Money Adviser, CNBC (Squawk on the Street), CNN, CNN Money, Credit.com, eHarmony Labs, Equifax, Forbes, Fox News, Fox Business, The Globe and Mail, Harper’s Magazine, HLN, Huffington Post, ING eZonomics, Jezebel, Kiplinger, Knowledge@Wharton, The Los Angeles Times, Marketplace, The Miami Herald, Money Magazine, The New York Times, The Oregonian, Pregnancy.org, Real Simple, Redbook, Reuters, The Seattle Times, Slate, St. Louis Today, Star Tribune, The Street, Time, Vanguard, The Wall Street Journal, The Washington Post, Wharton Business Radio*

Rick, Scott (2011), “Losses, Gains, and Brains: Neuroeconomics Can Help to Answer Open Questions about Loss Aversion,” *Journal of Consumer Psychology*, 21 (4), 453-463.

Paolacci, Gabriele, Katherine Burson, and Scott Rick (2011), “The Intermediate Alternative Effect: Considering a Small Tradeoff Increases Subsequent Willingness to Make Large Tradeoffs,” *Journal of Consumer Psychology*, 21 (4), 384-392.

Rick, Scott and Roberto Weber (2010), “Meaningful Learning and Transfer of Learning in Games Played Repeatedly Without Feedback,” *Games and Economic Behavior*, 68 (2), 716-730.

Rick, Scott and George Loewenstein (2008), “Hypermotivation,” *Journal of Marketing Research*, 45 (6), 645-648.

- Commentary on Mazar, Amir, and Ariely (2008, *JMR*)
- Selected Media Coverage: *Scientific American Mind*

Rick, Scott, Cynthia Cryder, and George Loewenstein (2008), “Tightwads and Spendthrifts,” *Journal of Consumer Research*, 34 (6), 767-782.

- Featured in How to Publish High-Quality Research, a book published by the American Psychological Association in 2014 (edited by Jeff Joireman and Paul Van Lange)
- Selected Media Coverage: *AARP, ABC News, American Radio Works, The Atlantic, Big Think, CBC News, The Chicago Tribune, Discovery News, Financial Post, The Globe and Mail, Inc., Jezebel, Kiplinger, Knowledge@Wharton, LiveScience, The Los Angeles Times, Metro Santa Cruz, Miller-McCune, Minnesota Public Radio, MSNBC, NASDAQ.com, National Public Radio, National Science Foundation, New York Magazine, The New York Times, Newsweek, The Oregonian, The Philadelphia Inquirer, Pittsburgh Post-Gazette, Psychology Today, Reuters, SELF Magazine, Smithsonian Magazine, Time, The Times of UK, Toronto Star, The Vancouver Sun, The Wall Street Journal, The Washington Times, WebMD, Yahoo! Finance*

Loewenstein, George, Scott Rick, and Jonathan Cohen (2008), “Neuroeconomics,” *Annual Review of Psychology*, 59, 647-672.

Knutson, Brian, Elliott Wimmer, Scott Rick, Nick Hollon, Drazen Prelec, and George Loewenstein (2008), “Neural Antecedents of the Endowment Effect,” *Neuron*, 58, 814-822.

- Selected Media Coverage: *Nature News*, *Science NOW*

Rick, Scott and George Loewenstein (2008), “Intangibility in Intertemporal Choice,” *Philosophical Transactions of the Royal Society B: Biological Sciences*, 363 (1511), 3813-3824.

Knutson, Brian, Scott Rick, Elliott Wimmer, Drazen Prelec, and George Loewenstein (2007), “Neural Predictors of Purchases,” *Neuron*, 53, 147-156.

- Commentary by Alain Dagher (2007), “Shopping Centers in the Brain,” *Neuron*, 53, 7-8.
- Featured as a Research Highlight in *Nature Reviews Neuroscience*, 8 (2), 84-85.
- Identified, in April 2015, as a “Highly Cited Paper” by Web of Science (criterion: “received enough citations to place it in the top 1% of the academic field of Neuroscience & Behavior based on a highly cited threshold for the field and publication year”)
- Selected Media Coverage: *Advertising Age*, *The Atlantic*, *BBC News*, *Bloomberg Businessweek*, *CBS News*, *The Consumerist*, *Credit.com*, *CreditCards.com*, *The Doctors*, *The Economist*, *Forbes*, *Fox Business*, *The Globe and Mail*, *Good Morning America*, *The Guardian*, *Marketplace*, *MTV*, *National Geographic*, *NBC Nightly News*, *New York Daily News*, *New York Magazine*, *The New York Times*, *Nightline*, *Oprah & Friends Radio (The Jean Chatzky Show)*, *The Philadelphia Inquirer*, *Psychology Today*, *Quartz*, *Science*, *Science NOW*, *Scientific American*, *The Situationist*, *The Sunday Times*, *Time*, *TLC Family*, *Today*, *Vanguard*, *Wired*

Hamman, John, Scott Rick, and Roberto Weber (2007), “Solving Coordination Failure with 'All-or-None' Group-Level Incentives,” *Experimental Economics*, 10 (3), 285-303.

OP-EDS AND BLOG POSTS

Rick, Scott (2024), “[How Much Do You Need To Know About How Your Spouse Spends Money? Maybe Less Than You Think](#),” *The Conversation*.

Rick, Scott (2024), “[Why Do We Tend to Marry Our Fiscal Opposite?](#)” *The Daily Mail*.

Rick, Scott (2023), “[Why Gift-Giving Makes You Anxious](#),” *TIME*.

Rick, Scott (2013-), “[Retail Therapy](#)” blog, *Psychology Today*.

BOOK CHAPTERS

Rick, Scott (2014), “Tightwads, Spendthrifts, and the Pain of Paying: New Insights and Open Questions,” in *The Interdisciplinary Science of Consumption*, ed. S. Preston, M. Kringelbach, and B. Knutson, MIT Press, 147-161.

Rick, Scott (2013), “Emotions in Economic Behavior,” in *Encyclopedia of Philosophy and the Social Sciences*, ed. B. Kaldis, Sage, 244-246.

Rick, Scott and Roberto Weber (2012), “Meaningful Learning in Economic Games,” in *Encyclopedia of the Sciences of Learning*, ed. N. Seel, Germany: Springer, 2132-2134.

Loewenstein, George and Scott Rick (2009), “Economics (Role of Emotion In),” in *Oxford Companion to the Affective Sciences*, ed. D. Sander and K. Scherer, Oxford: Oxford University Press, 131-133.

Loewenstein, George and Scott Rick (2008), “Addiction,” in *The New Palgrave Dictionary of Economics, Second Edition*, ed. S. Durlauf and L. Blume, London: Palgrave Macmillan, 16-19.

Rick, Scott and George Loewenstein (2008), “The Role of Emotion in Economic Behavior,” in *The Handbook of Emotion, Third Edition*, ed. M. Lewis, J. Haviland-Jones, and L. Feldman-Barrett, New York, NY: Guilford, 138-156.

SELECTED WORK IN PROGRESS

A Co-Branding Conundrum: Consumers Underuse Co-Branded Credit Cards Outside of Their Featured Brands (with Chengyao Sun and Cynthia Cryder)

The Experience of Living with a Prenup: Expectations vs. Reality (with Julia Rodgers)

Interpreting Geographical Differences in Tightwad-Spendthrift Tendencies

Do As I Say, Not As I Do: An Examination of Parent/Child Conversations about Money (with Margaret Echelbarger and Susan Gelman)

Interpreting Gifts from Tightwads and Spendthrifts (with Celeste Yi)

AI-Informed Persuaders (with Erik Hermann and Max Alberhasky)

Misunderstanding our Ability to Separate Art from the Artist (with Steve Shaw and Maximilian Gaerth)

A Penny Saved is a Partner Earned: The Romantic Appeal of Savers (with Jenny Olson and Eli Finkel)

AWARDS AND RECOGNITION

“The Tightwad-Spendthrift Construct and Scale” named one of 100 “[Big Ideas](#)” in the 100-year history of Michigan Ross, 2024

Winner of AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2024

PhD Teaching Excellence Award, Ross School of Business, 2023

Nominated for the Golden Apple Award, a university-wide teaching award, 2020

BBA Teaching Excellence Award, Ross School of Business, 2014

Faculty Fellow, ACR Doctoral Symposium, 2009, 2014

Faculty Fellow, Advertising Educational Foundation Visiting Professor Program, 2014
 Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, 2013
 Arnold M. and Linda T. Jacob Faculty Research Award, Ross School of Business, 2011
 Graduate Research Fellowship (Economics), National Science Foundation, 2004-2007

ADDITIONAL AFFILIATIONS

2021– Faculty Associate, Center for Positive Organizations, Ross School of Business
 2018– Faculty Affiliate, Center on Finance, Law, and Policy, University of Michigan
 2011– Associate, *Behavioral and Brain Sciences*
 2008–2009 Faculty Affiliate, LDI Center for Health Incentives and Behavioral Economics, University of Pennsylvania

INVITED TALKS

Museo del Risparmio Webinar, February 2025
 Ann Arbor District Library, September 2024
 Great Lakes Prospect Development Forum, June 2024
 BlackRock UK Webinar, May 2024
 Association for Psychological Science, Science for Society Webinar, February 2024
 Family Action Network, January 2024
 Literati Bookstore, January 2024
 Australian Behavioral Science Meetup, September 2023
 Canvas8 Webinar, September 2022
 Rock Ventures Family of Companies Marketing Summit, August 2019
 CFP Board Center for Financial Planning, Academic Colloquium (Keynote), February 2019
 FCAC Research Symposium on Financial Literacy, University of Toronto, November 2018
 University of Minnesota, Carlson School of Management (Marketing), September 2018
 MRM//McCann Detroit Innovation Day, August 2018
 UCLA Marketing Camp, April 2018
 Queen's University, Smith School of Business (Marketing), April 2018
 Columbia University Marketing Camp, May 2017
 University of Notre Dame, Mendoza College of Business (Marketing), May 2017
 Johns Hopkins University, Carey Business School (Marketing), March 2017
 Tenth Triennial Invitational Choice Symposium, Lake Louise, May 2016
 Inside Blue, University of Michigan Development, December 2015
 NIH/NIA Conference on Mixed Emotions, University of Michigan, October 2015
 #ROSSTALKS, New York City, September 2015
 MSCM Corporate Advisory Council Meeting, Ross School of Business, September 2015
 Harvard University, Harvard Business School (NOM), May 2015
 Dartmouth College, Tuck School of Business (Marketing), May 2015
 University of Michigan, Social, Behavioral, and Experimental Economics, March 2015

University of Michigan, Decision Consortium, March 2015
 Judgment and Decision-Making Winter Symposium, Snowbird, Utah, January 2015
 Association for Consumer Research Doctoral Symposium, October 2014
 Washington University in St. Louis, Olin Business School (Marketing), March 2014
 Consumer Financial Protection Bureau, Office of Research, Washington DC, April 2013
 University of Pennsylvania, Wharton (OPIM), January 2013
 University of Chicago, Booth School of Business (Marketing), February 2012
 University of Michigan, Research Center for Group Dynamics, March 2011
 University of Michigan, Ross School of Business (Hosmer Lunch), January 2011
 University Commons of Ann Arbor, 5 O'clock Talk, February 2010
 Association for Consumer Research Doctoral Symposium, October 2009
 University of Michigan, Decision Consortium, October 2009
 University of Michigan, Summer Workshop on Decision Neuroscience, August 2009
 Carnegie Mellon University, Tepper School of Business (Marketing), November 2008
 Cornell University, Johnson Graduate School of Management (Marketing), November 2008
 Massachusetts Institute of Technology, Sloan (Marketing), November 2008
 University of Michigan, Ross School of Business (Marketing), November 2008
 University of Texas at San Antonio, College of Business (Marketing), October 2008
 University of Pennsylvania, Wharton (Marketing), October 2008
 Ohio State University, Fisher College of Business (Marketing), October 2008
 University of Western Ontario, Ivey School of Business (Marketing), October 2008
 University of Houston, Bauer College of Business (Marketing), September 2008
 University of Pennsylvania, Wharton (Decision Processes), September 2007
 University of Zurich, Institute for Empirical Research in Economics, March 2007

EDITORIAL POSITIONS

Associate Editor, Financial Planning Review (2018-2023)
 Editorial Review Board, Journal of Marketing Research (2014-)
 Editorial Review Board, Journal of Consumer Psychology (2019-)
 Editorial Review Board, Journal of Consumer Research (2015-2020)
 Editorial Review Board, Journal of Behavioral Decision Making (2021-)
 Editorial Review Board, Organizational Behavior and Human Decision Processes (2013-2015)
 Editorial Review Board, Journal of Neuroscience, Psychology, and Economics (2008-2011)

AD HOC REVIEWER

American Economic Review
 Economic Journal
 European Economic Review
 Experimental Economics
 Frontiers in Decision Neuroscience
 Games and Economic Behavior
 Group Dynamics: Theory, Research, and Practice
 Israel Science Foundation

Journal of the Academy of Marketing Science
 Journal of the Association for Consumer Research
 Journal of Behavioral Decision Making
 Journal of Behavioral and Experimental Economics
 Journal of Business Research
 Journal of Consumer Psychology
 Journal of Consumer Research
 Journal of Economic Behavior and Organization
 Journal of Economic Psychology
 Journal of Environmental Economics and Management
 Journal of Experimental Social Psychology
 Journal of Finance
 Journal of Marketing
 Journal of Marketing Behavior
 Journal of Marketing Research
 Journal of Neuroscience, Psychology, and Economics
 Journal of Personality and Social Psychology
 Journal of Public Policy and Marketing
 Judgment and Decision Making
 Management Science
 Marketing Letters
 Marketing Science
 Medical Decision Making
 MSI Clayton Dissertation Proposal Competition
 National Science Foundation
 Organization Science
 Organizational Behavior and Human Decision Processes
 Organizational Research Methods
 Personality and Social Psychology Bulletin
 PLoS ONE
 Proceedings of the National Academy of Sciences
 Psychological Science
 Psychology, Public Policy, and Law
 Quarterly Journal of Experimental Psychology
 Review of Behavioral Economics
 Review of Financial Studies
 Routledge
 SCP Dissertation Proposal Competition
 Sheth/ACR Dissertation Grant Competition
 Social Cognition
 Social Psychological and Personality Science
 Social Sciences and Humanities Research Council of Canada
 Time-Sharing Experiments for the Social Sciences
 Transformative Consumer Research for Personal and Collective Well-Being

CONFERENCE REVIEWING AND SERVICE

Co-Chair, Interdisciplinary Science of Consumption 2012 Meeting, University of Michigan
 Park Young Contributor Award Selection Committee, 2016 SCP Winter Conference
 Program Committee, BDRM Conference, 2010, 2012, 2014, 2016
 Program Committee, SCP Winter Conference, 2016, 2017, 2018, 2022, 2023
 Program Committee, SCP International Conference, 2012, 2015
 Program Committee, ACR North American Conference, 2015
 Competitive Paper Review Board, ACR North American Conference, 2013

TEACHING EXPERIENCE

Consumer Behavior (MBA and OMBA), Ross
 Behavioral Decision Making (Executive MBA), Ross (beginning Fall 2025)
 Marketing Management (BBA), Ross
 Consumer Judgment and Decision-Making (PhD), Ross
 Negotiation (Undergraduate), Wharton

STUDENT ADVISING

Dissertation Chair, Jenny Olson (UM Marketing), 2015
 Dissertation Chair, Beatriz Pereira (UM Marketing), 2014
 Dissertation Co-Chair, Tiffany Vu (UM Marketing), 2019
 Dissertation Committee Member, Chengyao Sun (WashU Olin Marketing), 2024
 Dissertation Committee Member, Madeline Ong (UM Management and Organizations), 2016
 Dissertation Committee Member, Ruth Beer (UM Technology and Operations), 2015
 Dissertation Committee Member, Brian Vickers (UM Psychology), 2015
 Dissertation Committee Member, Jonathon Schuldt (UM Psychology), 2011
 Dissertation Committee Member, Margaret Echelbarger (UM Psychology), 2018
 Dissertation Committee Member, Tingting Liu (UM Psychology), 2020
 Dissertation Committee Member, Suzanne Rath (Queen's University Marketing), 2019
 Master's Thesis Reader, Chris Cannon (UM Psychology), 2014
 Honors Thesis Reader, Ipek Demirdag (UM Psychology), 2016
 Honors Thesis Reader, Robert Hsu (UM Psychology), 2022

SERVICE TO THE ROSS SCHOOL

Faculty Director, Empower and Thrive Initiative, 2024
 PhD Coordinator, Marketing Area, 2018-2023
 Chair, Identity and Diversity in Organizations (IDO) Milestone Task Force, 2020-2021
 Member, Community Values Committee, 2021-2023
 Member, Business Minor Task Force, 2023-2024
 Member, Diversity, Equity, and Inclusion Committee, 2020-2022, 2023-
 Member, Ross Faculty Council for Specialty Programs, 2018-2019
 Organizer, Hosmer-Hall Interdisciplinary Research Luncheons, 2016-2017

SERVICE TO THE MARKETING AREA

Chair, Advanced Assistant Professor Hiring Committee, 2016-2017
 BBA Marketing Core Course Coordinator, Fall 2010-2014, 2017-2021, 2024
 Marketing Area PhD Committee Member, 2011-2018
 Marketing Seminar Coordinator (External Speakers), 2013-2015
 Marketing Faculty Recruiting Committee Member, 2012
 Journal Evaluation Committee Member, Marketing Area, 2012, 2013
 Faculty Representative, Haring Symposium, 2013, 2023
 Clinical/LEO Renewal Committee Member, 2013, 2019, 2020, 2021, 2022, 2024, 2025
 Student Awards Committee Member, 2010-2011, 2015, 2023

CO-CURRICULAR INVOLVEMENT

Advisor to Data Insights & Analytics Group / Data Analytics Consulting Club teams, 2019, 2020
 Faculty Advisor to a Knight-Wallace Fellow (Candice Choi, Associated Press), 2017-2018
 Panel Moderator, Ross Marketing Symposium, November 2016
 Workshop Leader, Positive Business Conference, 2015, 2017
 Reviewer, DEI Case Writing Competition, William Davidson Institute, 2022
 Judge, Super Bowl Case Competition, 2021, 2022
 Judge, Clorox / Michigan Marketing Club Case Competition, November 2019
 Panelist, Ross Impact Challenge, August 2016
 Panelist, Colloquium on Cognitive Science, March 2018
 Speaker, Ross Summer Connection, July 2024
 Speaker, Michigan Ross Executive Education Webinar, April 2020
 Speaker, Ross MBA Council's "Extra Credit" event, October 2017
 Speaker, University of Michigan Bicentennial Feast of Ideas, April 2017
 Speaker, Undergraduate Research Opportunity Program, March 2012
 Speaker, DEBTx Conference, University of Michigan, April 2013
 Speaker, BBA Orientation, August 2013
 Speaker, BBA Marketing Club, November 2013
 Speaker, "The Financially Savvy Student" course, February 2014
 Ross 430 Interview Guest, September 2014

CONSULTING WORK

DTE Energy
 Behavioralize
 Zeus Jones

OTHER MEDIA HIGHLIGHTS

(not tied to a specific journal article)

["The Latest Shopping Trend? Not Shopping,"](#) *CNN*, 2024

“[What is spaving?](#)” *Associated Press*, 2024
 “[Gen Z knows it has a debt problem and it’s getting help](#),” *MarketWatch*, 2024
 “[How Couples Can Share the Mental Load of Money Management](#),” *Washington Post*, 2024
 “[How Many Savings Accounts Should I Have?](#)” *Wall Street Journal*, 2024
 “[The Surprising Effect Friends Have on Our Finances](#),” *Wall Street Journal*, 2024
 “[Loud Budgeting Started as a Joke. It May Actually Work](#),” *Wall Street Journal*, 2024
 “[Trick Your Brain Into Being Better With Money](#),” *Wall Street Journal*, 2023
 “[Shopping Tips From Economists That Will Save You Money](#),” *Wall Street Journal*, 2023
 “[Couples Embrace the Least Romantic Date Ever: The Money Date](#),” *Wall Street Journal*, 2023
 “[For Your Broken Heart, Consider a Breakup Budget](#),” *New York Times*, 2023
 “[A Cosmetics Brand Defies Inflation with its \\$3 Lipstick](#),” *Wall Street Journal*, 2022
 “[Why Work When You Can Play?](#)” *Wall Street Journal*, 2022
 “[How to Adjust Your Brain for 8.5% Inflation](#),” *Wall Street Journal*, 2022
 “[Why is \\$4 a psychological tipping point for gasoline prices?](#)” *Marketplace*, 2022
 “[What happens in your brain when you give a gift](#),” American Psychological Association, 2022
 “[Inflation changed the meaning of a \\$100K salary](#),” *Axios*, 2022
 Interviewed on the **American Psychological Association** *Speaking of Psychology* [podcast](#), 2022
 “[Honey, I Shrunk the Supermarket!](#)” *MarketWatch*, 2021
 “[The psychological difference between spenders and savers](#),” *CNBC*, 2020
 “[A ‘rocket ship’ of an economic recovery? Don’t count on it](#),” *Los Angeles Times*, 2020
 “[Why Does Spending Money Feel So Good?](#)” *Gizmodo*, 2020
 “[The psychological reason you get sucked into Black Friday sales](#),” *CNBC*, 2019
 “[Enough with all the extra fees](#),” *Los Angeles Times*, 2019
 “[Millennial Money: Use post-holiday sales to treat yourself](#),” *Associated Press*, 2019
 “[Is Obamacare Just Bad Branding?](#)” *The Atlantic*, 2017
 “[Spending too much money \(or too little\) can cause different kinds of pain](#),” *MarketWatch*, 2017
 Profiled in a **National Academy of Sciences** Sackler Colloquium [video](#), 2017
 “[Will grieving Clinton supporters spend more this holiday season?](#)” *Chicago Tribune*, 2016
 “[What we think about when we think about gas prices](#),” *Marketplace*, 2016
 “[What Happens When You're Addicted to Overspending?](#)” *Marie Claire*, 2016
 “[The Neurological Pleasures of Fast Fashion](#),” *The Atlantic*, 2015
 “[How the Holstee manifesto became the new Just Do It](#),” *Washington Post*, 2011
 Interviewed on a **National Science Foundation** [webcast](#), 2010
 Profiled in 2007 *Science* article on “[Neuromarketing Careers](#),” 316 (5827), 1060-1061