

Eric M. VanEpps

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ACADEMIC POSITIONS

Associate Professor of Marketing, Owen Graduate School of Management, Vanderbilt University
2023 - Present

Assistant Professor of Marketing, David Eccles School of Business, University of Utah
2017 - 2023

Fellow, U.S. Securities and Exchange Commission, Office of the Investor Advocate
2020 - 2023

Postdoctoral Fellow, VA Center for Health Equity Research & Promotion;
University of Pennsylvania Center for Health Incentives and Behavioral Economics
2015 – 2017

EDUCATION

Ph.D. Behavioral Decision Research, **Carnegie Mellon University**, Pittsburgh, PA (2015)
M.S. Behavioral Decision Research, **Carnegie Mellon University**, Pittsburgh, PA (2012)
B.A. Psychology and Leadership Studies (summa cum laude), **University of Richmond**,
Richmond, VA (2010)

RESEARCH INTERESTS

Consumer Self-Control, Impression Management and Interpersonal Communication, Health Decision-Making, Financial Decision-Making

PUBLISHED PAPERS

Chin, Alycia, **Eric M. VanEpps**, Brian Scholl, and Steven Nash (2025), “How Should I Know? Lack of Confidence Biases Stock Market Expectations Toward Zero,” *Journal of Economic Behavior & Organization*, 229, 106826. <https://doi.org/10.1016/j.jebo.2024.106826>

Johnson, Wayne, Guilherme A. Ramos, **Eric M. VanEpps**, and Jesse Graham (2024), “Refining and Expanding Applications of Moral Foundations Theory in Consumer Psychology,” *Journal of Consumer Psychology*, 34(4), 670-677.

VanEpps, Eric M., and Alycia Chin (2024), “Getting Information to Consumers: How to Inform Their Choices Effectively,” *Policy Insights from the Behavioral and Brain Sciences*, 11(2), 172-180.

Ramos, Guilherme A., Wayne Johnson, **Eric M. VanEpps**, and Jesse Graham (2024), “When Consumer Decisions are Moral Decisions: Moral Foundations Theory and its Implications for Consumer Psychology,” *Journal of Consumer Psychology*, 34(3), 519-535.

Hart, Einav*, **Eric M. VanEpps***, Daniel A. Yudkin, and Maurice E. Schweitzer (2024), “The Interpersonal Costs of Revealing Others’ Secrets,” *Journal of Experimental Social Psychology*, 110, 104541. (*Shared first authorship)

VanEpps, Eric M.*, Einav Hart*, and Maurice E. Schweitzer (2024), “Dual-Promotion: Bragging Better by Promoting Peers,” *Journal of Personality and Social Psychology*, 126(4), 603-623. (*Shared first authorship)

Truncellito, Richard, and **Eric M. VanEpps** (2023), “That One Time When...: Reframing Negative Experiences with Storytelling,” *Current Opinion in Psychology*, 54, 101697.

Brimhall, Craig, David Tannenbaum, and **Eric M. VanEpps** (2023), “Choosing More Aggressive Commitment Contracts for Others than for the Self,” *Judgment and Decision Making*, 18, e12.

Moon, Alice*, and **Eric M. VanEpps*** (2023), “Giving Suggestions: Using Quantity Requests to Increase Donations,” *Journal of Consumer Research*, 50(1), 190-210. (*Shared first authorship)

VanEpps, Eric M.*, and Einav Hart* (2022), “Questions and Deception: How to Ask Better Questions and Elicit the Truth,” *Current Opinion in Psychology*, 47, 101383. (*Shared first authorship)

Bitterly, T. Bradford, **Eric M. VanEpps**, and Maurice E. Schweitzer (2022), “The Predictive Power of Exponential Numeracy,” *Journal of Experimental Social Psychology*, 101, 104347.

Tonietto, Gabriela N., **Eric M. VanEpps**, Selin A. Malkoc, and Sam J. Maglio (2022), “Time Will Fly During Future Fun (But Drag Until Then),” *Journal of Consumer Psychology*, 32(3), 475-483.

VanEpps, Eric M., Andras Molnar, Julie S. Downs, and George Loewenstein (2021), “Choosing the Light Meal: Real-Time Aggregation of Calorie Information Reduces Meal Calories,” *Journal of Marketing Research*, 58(5), 948-967.

Hart, Einav*, **Eric M. VanEpps***, and Maurice E. Schweitzer (2021), “The (Better than Expected) Consequences of Asking Sensitive Questions,” *Organizational Behavior and Human Decision Processes*, 162, 136-154. (*Shared first authorship)

Minson, Julia A., **Eric M. VanEpps**, Jeremy A. Yip, and Maurice E. Schweitzer (2018), “Eliciting the Truth, the Whole Truth, and Nothing but the Truth: The Effect of Question Type on Deception,” *Organizational Behavior and Human Decision Processes*, 147, 76-93.

Bleich, Sara N., Christina D. Economos, Marie L. Spiker, Kelsey A. Vercammen, **Eric M. VanEpps**, Jason P. Block, Brian Elbel, Mary Story, and Christina A. Roberto (2017), “A Systematic Review of Calorie Labeling and Modified Calorie Labeling Interventions: Impact on Consumer and Restaurant Behavior,” *Obesity*, 25(12), 2018-2044.

VanEpps, Eric M., Julie S. Downs, and George Loewenstein (2016), “Advance Ordering for Healthier Eating? Field Experiments on the Relationship between the Meal Order-Consumption Time Delay and Meal Content,” *Journal of Marketing Research*, 53(3), 369-380.

VanEpps, Eric M., Julie S. Downs, and George Loewenstein (2016), “Calorie Label Formats: Using Numeric and Traffic Light Calorie Labels to Reduce Lunch Calories,” *Journal of Public Policy and Marketing*, 35(1), 26-36.

VanEpps, Eric M., Kevin G. Volpp, and Scott D. Halpern (2016), “A Nudge toward Participation: Behavioral Economics Interventions for Improving Clinical Trial Enrollment,” *Science Translational Medicine*, 8(348), 348fs13.

VanEpps, Eric M., and Christina A. Roberto (2016), “The Influence of Sugar-Sweetened Beverage Warnings: A Randomized Trial of Adolescents’ Choices and Beliefs,” *American Journal of Preventive Medicine*, 51(5), 664-672.

- Honorable Mention for *American Journal of Preventive Medicine* Article of the Year, 2016

VanEpps, Eric M.*, Christina A. Roberto*, Sara Park, Christina D. Economos, & Sara N. Bleich (2016), “Restaurant Menu Labeling Policy: Review of Evidence and Controversies,” *Current Obesity Reports*, 5, 72-80. (*Shared first authorship)

Markey, Amanda, Alycia Chin, **Eric M. VanEpps**, and George Loewenstein (2014). “Identifying a Task that Reliably Induces Boredom,” *Perceptual & Motor Skills*, 119(1), 237-253.

Burnette, Jeni L., Ernest H. O’Boyle, **Eric M. VanEpps**, Jeffrey M. Pollack, and Eli J. Finkel (2013). “Mind-Sets Matter: A Meta-Analytic Review of Implicit Theories and Self-Regulation,” *Psychological Bulletin*, 139(3), 655-701.

Pollack, Jeffrey M., **Eric M. VanEpps**, and Andrew F. Hayes (2012). “The Moderating Role of Social Ties on Entrepreneurs’ Depressed Affect and Withdrawal Intentions in Response to Economic Stress,” *Journal of Organizational Behavior*, 33(6), 789-810.

BOOK CHAPTERS & OTHER PUBLICATIONS

Hoskins, Jake, **Eric VanEpps**, Amanda Hoskins, and Debra Scammon (2025), “How Service

Encounters Predict Donor Behavior: Evidence from a University Health System. *Journal of Services Marketing*.

VanEpps, Eric M., Andrea B. Troxel, Elizabeth Villamil, Kathryn A. Saulsgiver, Jingsan Zhu, Jo-Yu Chin, Jacqueline Matson, Joseph Anarella, Patrick Roohan, Foster Gesten, and Kevin G. Volpp (2019), "Effect of Process- and Outcome-Based Financial Incentives on Weight Loss among Pre-diabetic New York Medicaid Patients: A Randomized Clinical Trial," *American Journal of Health Promotion*, 33(3), 372-380.

VanEpps, Eric M., Andrea B. Troxel, Elizabeth Villamil, Kathryn A. Saulsgiver, Jingsan Zhu, Jo-Yu Chin, Jacqueline Matson, Joseph Anarella, Patrick Roohan, Foster Gesten, and Kevin G. Volpp (2018), "Financial Incentives for Chronic Disease Management: Results and Limitations of 2 Randomized Clinical Trials with New York Medicaid Patients," *American Journal of Health Promotion*, 32(7), 1537-1543.

Roberto, Christina A., Neha Khandpur, and **Eric M. VanEpps** (2017). Food labeling and obesity. In K.D. Brownell and B.T. Walsh (Eds) *Eating Disorders and Obesity: A comprehensive handbook*, 3rd edition. Guilford Publications: New York.

CONFERENCE PRESENTATIONS

How Should I Know? Lack of Confidence Biases Stock Market Expectations Toward Zero

- Society for Consumer Psychology, Las Vegas, NV (March 2025)

Choice Set Size Neglect in Predicting Others' Preferences

- CLIK conference, Louisville, KY (August 2023)

Dual-Promotion: Bragging Better by Promoting Peers

- Society for Consumer Psychology, San Juan, PR (March 2023)
- Society for Personality and Social Psychology, Atlanta, GA (February 2023)

Exponential Numeracy and the Ability to Forecast COVID-19

- Penn-CMU Roybal Retreat, Hershey, PA (October 2023)
- Society for Consumer Psychology, virtual conference (March 2022)

How Keeping or Revealing Others' Secrets Influences Interpersonal Perceptions

- Self & Identity Pre-conference, Society for Personality and Social Psychology, Atlanta, GA (February 2023)
- Society for Experimental and Social Psychology, Santa Barbara, CA (October 2021)

Choosing the Light Meal: Real-time Aggregation of Calorie Information Reduces Meal Calories

- Behavioral Economics and Health Symposium, virtual conference (December 2020)

The (Better than Expected) Consequences of Asking Sensitive Questions

- Marketing Science, virtual conference (June 2021)
- CHIBE-PAIR Roybal Mini-Symposium, virtual conference (October 2020)

Eyes on the Price: Low-Income Individuals Prioritize Attention to Price over Calorie Information

- Society for Consumer Psychology, Huntington Beach, CA (March 2020)

Choosing Commitment Contracts with Teeth: Decision Makers Select Effective Self-Control Strategies for Others but not for Themselves

- Penn-CMU Roybal Retreat, Hershey, PA (October 2019)

Eliciting the Truth, the Whole Truth, and Nothing but the Truth: The Effect of Question Type on Deception

- Society for Consumer Psychology, Savannah, GA (March 2019)

Beyond Whether to Give: Using Quantity Requests to Increase Donation Rates

- Society for Consumer Psychology, Dallas, TX (February 2018)

Commit to Change, or Change Your Commitment? Dynamic Demand for Goal Difficulty

- American Society of Health Economists, Atlanta, GA. (June 2018)
- Society for Judgment and Decision Making, Vancouver, BC. (November 2017)
- Behavioral Economics and Health Symposium, Philadelphia, PA. (December 2016)
- Penn-CMU Roybal Retreat, Skytop, PA. (October 2016)

Are Low-Income People Capable of Using Calorie Labels? Differences between Low- and Higher-Income Participants in Menu Evaluation Tasks

- Society for Consumer Psychology, San Francisco, CA. (February 2017)
- Behavioral Science & Policy Association, Washington, DC. (April 2016)
- Society for Judgment and Decision Making, Chicago, IL. (November 2015)
- Penn-CMU Roybal Retreat, Cape May, NJ (October 2015)

Advance Ordering for Healthier Eating? Field Experiments on the Relationship between Time Delay and Meal Content

- American Society of Health Economists, Philadelphia, PA. (June 2016)
- Association for Consumer Research, Baltimore, MD. (October 2014)
- Academy of Management, Orlando, FL. (August 2013)

The Contradictory Effects of Aggregation in Nutrition Information

- Behavioral Science of Eating, Pittsburgh, PA. (January 2014)

Calorie Label Formats: Using Numeric and Traffic Light Calorie Labels to Reduce Lunch Calories

- Society for Judgment and Decision Making, Toronto, ON. (November 2013)
- Penn-CMU Roybal Retreat, Cape May, NJ (October 2013)

Menu Labeling: Posting Calories versus Traffic Lights to Encourage Healthier Eating

- Society for Judgment and Decision Making Annual Conference, Seattle, WA. (November 2011)

INVITED ACADEMIC TALKS

University of Kentucky (April 2024)
UCLA (March 2024)
Carnegie Mellon University (October 2023)
Washington University in St. Louis (February 2023)
Vanderbilt University (October 2022)
University of Georgia (November 2021)
University of Florida (November 2021)
University of South Carolina (October 2021)
UY Symposium, Salt Lake City, UT (September 2017)
Behavioural Insights Team, London, UK (May 2017)
University of Pittsburgh (February 2017)
University of Utah (November 2016)
University of Chicago (October 2016)
University of Pennsylvania (April 2016)
University of Leeds (April 2016)
University of New Mexico (December 2014)
University of Pennsylvania (June 2014)

TEACHING AND ADVISING

Courses Taught

Healthcare Marketing (Instructor, MBA and Master's level)
Owen Graduate School of Management, Vanderbilt University. Spring 2024, 2025.

Consumer Insights for Marketing Decision Making (Instructor, MBA and Master's level)
Owen Graduate School of Management, Vanderbilt University. Fall 2023, 2024

MBA Consumer Behavior (Instructor, MBA)
Eccles School of Business, University of Utah. Spring 2023

Behavioral Economics and Health Policy (Instructor, Master's level)
Eccles School of Business, University of Utah. Spring 2018, 2019, 2020, 2021

Marketing for Health Care Professionals (Instructor, Master's level)
Eccles School of Business, University of Utah. Fall 2017, 2018, 2019, 2020, 2021, 2022

Behavioral Economics in Health Care (Instructor, Master's level)
Washington and Jefferson College. Summer 2017

Behavioral Economics and Public Policy (Instructor, Undergraduate and Master's combined)
Carnegie Mellon University. Spring 2014

Postdoctoral Advisor

Guilherme A. Ramos (Vanderbilt University)

Dissertation Committee

Danielle Drummond (University of Utah)

Craig Brimhall (University of Utah)

Elaine Costa (University of Utah)

Matt Healey (Washington University in St. Louis)

SELECTED SERVICE**Editorial Review Board**

Journal of Public Policy & Marketing (2023-Present)

Invited Reviewer

American Journal of Preventive Medicine

Behavioral Science & Policy

Journal of the Association for Consumer Research

Journal of Consumer Research

Journal of Experimental Psychology: Applied

Journal of Experimental Psychology: General

Journal of Marketing

Journal of Marketing Research

Journal of Personality and Social Psychology

Journal of Public Policy & Marketing

Judgment and Decision Making

Management Science

Marketing Science

Organizational Behavior and Human Decision Processes

Psychological Science

Social Psychological and Personality Science

School and Department Service

Co-Organizer, BRAVO Lab (2024-Present)

Health Care Program Advisory Committee, Owen Graduate School of Management (2023-Present)

Marketing Faculty Hiring Committee, Owen Graduate School of Management (2024)

College Council, David Eccles School of Business (2020-2021)

Co-Organizer, Eccles Behavioral Lab (2018-2023)

Masters Curriculum Committee, David Eccles School of Business (2022-2023)

MHA Admissions Committee, David Eccles School of Business (2020-2023)

MHA Graduate Approval Committee, David Eccles School of Business (2022-2023)

University of Utah Campus Health and Safety Committee (2022-2023)

Service to the Field

SJDM Diversity and Inclusion Committee (2023-2025)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Center for Health Incentives and Behavioral Economics (CHIBE)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

AWARDS AND HONORS

David Eccles Emerging Scholar Award, 2022-2023