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[Google Scholar profile](https://scholar.google.com/citations?user=UxrN0zAAAAAJ&hl=en)

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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*

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| 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)

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| RESEARCH INTERESTS |

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

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| PUBLISHED PAPERS |

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)

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

**VanEpps, Eric M.\***, Einav Hart\*, and Maurice E. Schweitzer (2023), “Dual-Promotion: Bragging Better by Promoting Peers,” *Journal of Personality and Social Psychology,* [https://doi.org/10.1037/pspi0000431](https://psycnet.apa.org/doi/10.1037/pspi0000431). (\*Shared first authorship)

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.

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| BOOK CHAPTERS & OTHER PUBLICATIONS |

**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.

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| MANUSCRIPTS UNDER REVIEW AND IN PREPARATION |

“When Consumer Decisions are Moral Decisions: Moral Foundations Theory and its implications for consumer psychology,” with Guilherme A. Ramos, Wayne Johnson, and Jesse Graham, conditionally accepted at *Journal of Consumer Psychology.*

“Jargon in Fund Fee Disclosures,” with Alycia Chin and Brian Scholl, under third round of review at *Journal of Public Policy & Marketing.*

“How Patient Visits Predict Donor Behavior: Evidence from a University Health System,” with Jake Hoskins, Debra Scammon, and Amanda Hoskins, under second round of review at *Journal of Business Research*.

“We’re *Not* All in This Together: Consumers Reactions to Empathy-based Messaging During a Crisis,” with Neha Nair, Craig Brimhall, and T. Bradford Bitterly.

“Choice Set Size Neglect in Predicting Others’ Preferences,” with Beidi Hu and Alice Moon.

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| CONFERENCE PRESENTATIONS |

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

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

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)

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| INVITED ACADEMIC TALKS |

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)

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| TEACHING EXPERIENCE |

Consumer Insights for Marketing Decision Making (Instructor, MBA and Master’s level)

Owen Graduate School of Management, Vanderbilt University. Fall 2023

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

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| SELECTED SERVICE |

**Editorial Review Board**

Journal of Public Policy & Marketing (2023-Present)

**Invited Reviewer**

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

Association for Consumer Research (conference)

Society for Consumer Psychology (conference)

Society for Judgment and Decision Making (conference)

**School and Department Service**

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

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-Present)

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| 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)

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| AWARDS AND HONORS |

David Eccles Emerging Scholar Award, 2022-2023