

Eric M. VanEpps

Owen Graduate School of Management
Vanderbilt University
401 21st Ave S.
Nashville, TN 37203

Office #309
Office Phone: (615) 343-0017
eric.m.vanepps@vanderbilt.edu
[Google Scholar profile](#)

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

VanEpps, Eric M.*, Einav Hart*, and Maurice E. Schweitzer (2023), “Dual-Promotion: Bragging Better by Promoting Peers,” accepted for publication at *Journal of Personality and Social Psychology*. (*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*** (2022), “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

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.

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

“Jargon in Fund Fee Disclosures,” with Alycia Chin and Brian Scholl, under revision for 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 revision for second round of review at *Journal of Business Research*.

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

“More Moral but Less Likable: Why Employees Keep Secrets from Their Managers,” with Einav Hart, Daniel Yudkin, and Maurice E. Schweitzer.

“Reframing Negative Experiences with Humor,” with Richard Truncellito.

CONFERENCE PRESENTATIONS

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

- 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)

INVITED ACADEMIC TALKS

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 EXPERIENCE

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

SELECTED SERVICE

Invited Reviewer

Behavioral Science & Policy
Journal of the Association for Consumer Research
Journal of Consumer Research
Journal of Experimental Psychology: Applied
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

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 (2020-2023)
MHA Graduate Approval Committee (2022-2023)
University of Utah Campus Health and Safety Committee (2022-2023)

Service to the Field

SJDM Diversity and Inclusion Committee (2023-Present)

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