

July 2025

STEVEN S. POSAVAC

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Vanderbilt University
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I. PROFESSIONAL EXPERIENCE

Madison S. Wigginton Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, 2025-present

E. Bronson Ingram Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, 2010-2025

E. Bronson Ingram Associate Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, 2009-2010

Associate Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, 2007-2009

Associate Dean for MBA Programs, Simon Graduate School of Business, University of Rochester, 2005-2007

Associate Professor of Marketing, Simon Graduate School of Business, University of Rochester, 2004-2007

Assistant Professor of Marketing, Simon Graduate School of Business, University of Rochester, 1998-2004

II. EDUCATIONAL BACKGROUND

Ph.D. in Social Psychology, University of Utah, 1998

M.S. in Social Psychology, University of Utah, 1995

B.A. in Psychology, cum laude, Knox College, 1992

III. PUBLICATIONS AND RESEARCH

A. Research Interests

Consumer and managerial judgment and decision processes, advertising and persuasion, marketing and society.

B. Journal Articles

Sanbonmatsu, David M., Becky Neufeld, and Steven S. Posavac (forthcoming), "There is No Theory Crisis in Psychological Science," *Journal of Theoretical and Philosophical Psychology*. Advance online publication: <https://dx.doi.org/10.1037/teo0000301>.

Posavac, Steven S., Donald R. Gaffney, and Frank R. Kardes (2024), "On the Robustness of the Brand Positivity Effect: Is Impulsivity a Moderator of Overly Favorable Judgments and Choices of Focal Options?" *Journal of Behavioral Decision Making*, 37 (2), 1-15.

Sanbonmatsu, David M., Emily H. Cooley, and Steven S. Posavac (2023), "The Impact of Research Challenges and Constraints on Psychology and Other Social and Behavioral Sciences," *New Ideas in Psychology*, 70 (August), 1-9.

Posavac, Steven S., Heidi D. Posavac, Donald R. Gaffney, and Frank R. Kardes (2022), "Toward a Clinical Consumer Psychology," *Frontiers in Psychology*, 13 (June), 1-5.

Posavac, Steven S., Frank R. Kardes, Heidi D. Posavac, and Donald R. Gaffney (2022), "The Utility of Clinical Psychology Concepts for Judgment and Decision Making Research: The Case of Histrionic Features," *Personality and Social Psychology Bulletin*, 48 (1), 65-77.

Posavac, Steven S., and Heidi D. Posavac (2020), "Adult Separation Anxiety Disorder Symptomology as a Risk Factor for Thin-Ideal Internalization: The Role of Self-Concept Clarity," *Psychological Reports*, 123 (June), 674-686.

Herzenstein, Michal and Steven S. Posavac (2019), "When Charity Begins at Home: How Personal Financial Scarcity Drives Preference for Donating Locally at the Expense of Global Concerns," *Journal of Economic Psychology*, 73 (August), 123-135.

Posavac, Steven S., Mark Ratchford, Nicolas P. B. Bollen, and David M. Sanbonmatsu (2019), "Premature Infatuation and Commitment in Individual Investing Decisions," *Journal of Economic Psychology*, 72 (June), 245-259.

Bollen, Nicolas P. B., and Steven S. Posavac (2018), "Gender, Risk Tolerance, and False Consensus in Asset Allocation Recommendations," *Journal of Banking and Finance*, 87 (February), 304-317.

Posavac, Steven S., and Emil J. Posavac (2017), "Pennies for Milk: Using a First-Hand Descent Into Randomness to Illustrate the Risks of Regression to the Mean for Marketing Researchers and Managers," *Marketing Education Review*, 27, 92-96.

Posavac, Steven S., and Heidi D. Posavac (2017), "Adult Separation Anxiety Disorder Symptomology and Susceptibility to Marketing Persuasion," *Journal of Social and Clinical Psychology*, 36 (February), 158-169.

Iacobucci, Dawn, Deidre L. Popovich, Georgios A. Bakamitsos, Steven S. Posavac, and Frank R. Kardes (2015), "Three Essential Analytical Techniques for the Behavioral Marketing Researcher: Median Splits, Mean-Centering, and Mediation Analysis," *Foundations and Trends in Marketing*, 9, 83-174.

Iacobucci, Dawn, Steven S. Posavac, Frank R. Kardes, Matthew J. Schneider, and Deidre L. Popovich (2015), "The Median Split: Robust, Refined, and Revived," *Journal of Consumer Psychology*, 25, 690-704.

Iacobucci, Dawn, Steven S. Posavac, Frank R. Kardes, Matthew J. Schneider, and Deidre L. Popovich (2015), "Toward a More Nuanced Understanding of the Statistical Properties of a Median Split," *Journal of Consumer Psychology*, 25, 652-665.

Sanbonmatsu, David M., Steven S. Posavac, Arwen A. Behrends, Shannon M. Moore, and Bert N. Uchino (2015), "Why a Confirmation Strategy Dominates Psychological Science," *PLOS ONE*, 10 (September), 1-13.

Herzenstein, Michal, Sharon Horsky, and Steven S. Posavac (2015), "Living with Terrorism or Withdrawing in Terror: Perceived Control and Consumer Avoidance," *Journal of Consumer Behavior*, 14 (July/August), 228-236.

Posavac, Steven S., David M. Sanbonmatsu, Joon Yong Seo, and Dawn Iacobucci (2014), "How Attitudes toward Product Categories Drive Individual Brand Attitudes," 31 (October), *Psychology & Marketing*, 843-852.

Deval, Helene, Susan P. Mantel, Frank R. Kardes, and Steven S. Posavac (2013), "How Naïve Theories Drive Opposing Inferences from the Same Information," *Journal of Consumer Research*, 39 (April), 1185-1201.

Sanbonmatsu, David. M., Dominika Mazur, Bruce E. Pfeiffer, Frank R. Kardes, and Steven S. Posavac (2012), "The Less the Public Knows the Better? The

Effects of Increased Knowledge on Celebrity Evaluations,” *Basic and Applied Social Psychology*, 34, 499-507.

Sanbonmatsu, David M., Sam Vanous, Christine Hook, Steven S. Posavac, and Frank R. Kardes (2011), “Whither the Alternatives: Determinants and Consequences of Selective Versus Comparative Judgmental Processing,” *Thinking and Reasoning*, 17 (November), 367-386.

Posavac, Steven S., Frank R. Kardes, and J. Joško Brakus (2010), “Focus Induced Tunnel Vision in Managerial Judgment and Decision Making: The Peril and the Antidote,” *Organizational Behavior and Human Decision Processes*, 113 (November), 102-111.

Posavac, Steven S., Michal Herzstein, Frank R. Kardes, and Suresh Sundaram (2010), “Profits and Halos: The Role of Firm Profitability Information in Consumer Inference,” *Journal of Consumer Psychology*, 20, 327-337.

Posavac, Steven S. (2009), “On Values and Phenomenology,” *Journal of Consumer Psychology*, 19, 574-578.

Posavac, Steven S., J. Joško Brakus, Maria L. Cronley, and Shailendra P. Jain (2009), “On Assuaging Positive Bias in Environmental Value Elicitation,” *Journal of Economic Psychology*, 30 (June), 482-489.

Herzstein, Michal, Steven S. Posavac, and J. Joško Brakus (2007), “Adoption of New and Really New Products: The Effects of Self Regulation Systems and Risk Salience,” *Journal of Marketing Research*, 44 (May), 251-260.

Sanbonmatsu, David M., Steven S. Posavac, Sam Vanous, Edward A. Ho, and Russell H. Fazio (2007), “The Deautomatization of Accessible Attitudes,” *Journal of Experimental Social Psychology*, 43 (May), 365-378.

Kardes, Frank R., Steven S. Posavac, David Silvera, Maria L. Cronley, David M. Sanbonmatsu, Susan Schertzer, Felicia Miller, Paul M. Herr, and Murali Chandrashekar (2006), “Debiasing Omission Neglect,” *Journal of Business Research*, 59 (June), 786-792.

Posavac, Steven S., J. Joško Brakus, Shailendra P. Jain, and Maria L. Cronley (2006), “Selective Assessment and Positivity Bias in Environmental Valuation,” *Journal of Experimental Psychology: Applied*, 12 (March), 43-49.

Posavac, Steven S., Frank R. Kardes, David M. Sanbonmatsu, and Gavan J. Fitzsimons (2005), “Blissful Insularity: When Brands are Judged in Isolation from Competitors,” *Marketing Letters*, 16 (April), 87-97.

Cronley, Maria L., Steven S. Posavac, Tracey Meyer, Frank R. Kardes, and James J. Kellaris (2005), "A Selective Hypothesis Testing Perspective on Price-Quality Inference and Inference-Based Choice," *Journal of Consumer Psychology*, 15 (2), 159-169.

Yamamiya, Yuko, Thomas F. Cash, Susan E. Melnyk, Heidi D. Posavac and Steven S. Posavac (2005), "Women's Exposure to Thin-and-Beautiful Media Images: Body Image Effects of Media-Ideal Internalization and Impact-Reduction Interventions," *Body Image*, 2 (March), 74-80.

Sanbonmatsu, David M., Steven S. Posavac, and Edward A. Ho (2005), "Information Search in the Testing of Quantified Hypotheses: How 'All', 'Most', 'Some', and 'None' Hypotheses are Tested," *Personality and Social Psychology Bulletin*, 31 (February), 254-266.

Posavac, Steven S., David M. Sanbonmatsu, Frank R. Kardes, and Gavan J. Fitzsimons (2004), "The Brand Positivity Effect: When Evaluation Confers Preference," *Journal of Consumer Research*, 31 (December), 643-651.

Herzenstein, Michal, Sanjog Misra, and Steven S. Posavac (2004), "How Consumers' Attitudes Toward Direct-to-Consumer Advertising of Prescription Drugs Influence Ad Effectiveness, and Consumer and Physician Behavior," *Marketing Letters*, 15 (December), 201-212.

Kardes, Frank R., Maria L. Cronley, James J. Kellaris, and Steven S. Posavac (2004), "The Role of Selective Information Processing in Price-Quality Inference," *Journal of Consumer Research*, 31 (September), 368-374.

Kardes, Frank R., Steven S. Posavac, and Maria L. Cronley (2004), "Consumer Inference: A Review of Processes, Bases, and Judgment Contexts," *Journal of Consumer Psychology*, 14 (3), 230-256.

Horsky, Dan, Paul Nelson, and Steven S. Posavac (2004), "Stating Preference for the Ethereal but Choosing the Concrete: How the Tangibility of Attributes Affects Attribute Weighting in Value Elicitation and Choice," *Journal of Consumer Psychology*, 14 (1&2), 132-140.

Jain, Shailendra P., and Steven S. Posavac (2004), "Valenced Comparisons," *Journal of Marketing Research*, 41 (February), 46-58.

Sanbonmatsu, David M., Frank R. Kardes, David C. Houghton, Edward A. Ho, and Steven S. Posavac (2003), "Overestimating the Importance of the Given Information in Multiattribute Consumer Judgment," *Journal of Consumer Psychology*, 13 (3), 289-300.

Posavac, Steven S., David M. Sanbonmatsu, and Michal Herzstein (2003), "The Role of Decision Importance and the Salience of Alternatives in Determining the Consistency between Consumers' Attitudes and Decisions," *Marketing Letters*, 14 (February), 47-57.

Posavac, Steven S., David M. Sanbonmatsu, and Edward A. Ho (2002), "The Effects of the Selective Consideration of Alternatives on Consumer Choice and Attitude-Decision Consistency," *Journal of Consumer Psychology*, 12 (3), 203-213.

Posavac, Steven S. and Heidi D. Posavac (2002), "Predictors of Women's Concern with Body Weight: The Roles of Perceived Self-Media Ideal Discrepancies and Self-Esteem," *Eating Disorders: The Journal of Treatment and Prevention*, 10 (Summer), 153-160.

Jain, Shailendra P. and Steven S. Posavac (2001), "Pre-purchase Attribute Verifiability, Source Credibility, and Persuasion," *Journal of Consumer Psychology*, 11 (3), 169-180.

Posavac, Heidi D., Steven S. Posavac, and Richard G. Weigel (2001), "Reducing the Impact of Media Images on Women at Risk for Body Image Disturbance: Three Targeted Interventions," *Journal of Social and Clinical Psychology*, 20 (Fall), 324-340.

Posavac, Steven S. (2001), "Overbidding in Value Elicitation: When Consumers Report Inflated Reservation Prices, and What to do About It," *Journal of Consumer Psychology*, 11 (2), 87-97.

Posavac, Heidi D., Susan M. Sheridan, and Steven S. Posavac (1999), "A Cueing Procedure to Control Impulsivity in Children with Attention Deficit Hyperactivity Disorder," *Behavior Modification*, 23 (April), 234-253.

Shavitt, Sharon, David M. Sanbonmatsu, Sasiwimon Smittipatana, and Steven S. Posavac (1999), "Broadening the Conditions for Illusory Correlation Formation: Implications for Judging Minority Groups," *Basic and Applied Social Psychology*, 33 (December), 263-279.

Sanbonmatsu, David M., Steven S. Posavac, Frank R. Kardes, and Susan P. Mantel (1998), "Selective Hypothesis Testing," *Psychonomic Bulletin & Review*, 5 (June), 197-220.

Posavac, Steven S. (1998), "Strategic Overbidding in Contingent Valuation: Stated Economic Value of Public Goods Varies According to Consumers' Expectations of Funding Source," *Journal of Economic Psychology*, 19 (April), 205-214.

Posavac, Heidi D., Steven S. Posavac, and Emil J. Posavac (1998), "Exposure to Media Images of Female Attractiveness and Concern with Body Weight Among Young Women," *Sex Roles*, 38 (February), 187-201.

Gibson, Bryan D., David M. Sanbonmatsu, and Steven S. Posavac (1997), "The Effects of Selective Hypothesis Testing on Gambling," *Journal of Experimental Psychology: Applied*, 3 (June), 126-142.

Sanbonmatsu, David M., Steven S. Posavac, and Randon Stasny (1997), "The Subjective Beliefs Underlying Probability Overestimation," *Journal of Experimental Social Psychology*, 33 (May), 276-295.

Sanbonmatsu, David M., Frank R. Kardes, Steven S. Posavac, and David C. Houghton (1997), "Contextual Influences on Judgments Based on Limited Information," *Organizational Behavior and Human Decision Processes*, 69 (March), 251-264.

Posavac, Steven S., David M. Sanbonmatsu, and Russell H. Fazio (1997), "Considering the Best Choice: Effects of the Salience and Accessibility of Alternatives on Attitude-Decision Consistency," *Journal of Personality and Social Psychology*, 72 (February), 253-261.

C. Edited Books and Book Chapters

Kardes, Frank R., Steven S. Posavac, and Donald R. Gaffney (forthcoming), "Consumer Inference and the Illusion of Knowledge," in *Handbook of Social Psychology and Consumer Behaviour*, eds. Eric R. Spangenberg and Katie (Quinn) Spangenberg, London, UK: Edward Elgar Publishing Ltd.

Kardes, Frank R., Steven S. Posavac, and Donald R. Gaffney (2022), "Omission Neglect and Consumer Judgment and Inference Based on Limited Evidence," in *APA Handbook of Consumer Psychology*, eds. Lynn R. Kahle, Tina M. Lowrey, and Joel Huber, Washington, DC: American Psychological Association, 529-549.

Posavac, Steven S., Frank R. Kardes, and Steve Hoeffler (2012), "Consumer Psychology," in *Encyclopedia of Human Behavior (2nd Edition)*, ed. Vilayanur S. Ramachandran, Oxford, UK: Elsevier, 589-595.

Posavac, Steven S. (2012), *Cracking the Code: Leveraging Consumer Psychology to Drive Profitability*, Armonk, NY: M. E. Sharpe.

Posavac, Steven S. (2012), "Introduction: Cracking the Code," in *Cracking the Code: Leveraging Consumer Psychology to Drive Profitability*, ed. Steven S. Posavac, Armonk, NY: M. E. Sharpe, vii-xi.

Posavac, Steven S., David M. Sanbonmatsu, and Shailendra Pratap Jain (2012), "Consumer Tunnel Vision and Implications for Managing the Marketing Mix," in *Cracking the Code: Leveraging Consumer Psychology to Drive Profitability*, ed. Steven S. Posavac, Armonk, NY: M. E. Sharpe, 45-65.

Hsieh, Meng-Hua, Kyra Blower, Xingbo Li, Shailendra Pratap Jain, and Steven S. Posavac (2012), "Comparative Advertising: A Review and Research Agenda," in *Cracking the Code: Leveraging Consumer Psychology to Drive Profitability*, ed. Steven S. Posavac, Armonk, NY: M. E. Sharpe, 132-158.

Kardes, Frank R., Steven S. Posavac, Maria L. Cronley, and Paul M. Herr (2008), "Consumer Inference," in *Handbook of Consumer Psychology*, eds. Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes, Mahwah, NJ: Lawrence Erlbaum Associates, 165-191.

Posavac, Steven S., Gavan J. Fitzsimons, Frank R. Kardes, and David M. Sanbonmatsu (2005), "Implications of Selective Processing for Marketing Managers," in *Applying Social Cognition to Consumer-Focused Strategy*, eds. Frank R. Kardes, Paul M. Herr, and Jacques Nantel, Mahwah, NJ: Lawrence Erlbaum Associates, 37-51.

Kardes, Frank R., Maria L. Cronley, and Steven S. Posavac (2005), "Using Implementation Intentions to Increase New Product Consumption: A Field Experiment," in *Applying Social Cognition to Consumer-Focused Strategy*, eds. Frank R. Kardes, Paul M. Herr, and Jacques Nantel, Mahwah, NJ: Lawrence Erlbaum Associates, 219-233.

Sanbonmatsu, David M., Kort C. Prince, Sam Vanous, and Steven S. Posavac (2005), "The Multiple Roles of Attitudes in Decision Making," in *The Routines of Decision Making*, eds. Susanne Haberstroh and Tilmann Betsch, Mahwah, NJ: Lawrence Erlbaum Associates, 101-116.

Page, Christine and Steven S. Posavac (2003), *Proceedings of the Society for Consumer Psychology Winter Conference*, Potsdam, NY: Society for Consumer Psychology.

D. Articles Published in Refereed Conference Proceedings

Meyer, Tracy, Maria L. Cronley, James J. Kellaris, Frank R. Kardes, and Steve S. Posavac (2003), "Overestimation of Price-Quality Relationships Among Naive Wine Consumers in North America and Europe," *Australian and New Zealand Marketing Academy 2003 Conference Proceedings*.

Posavac, Steven S., David M. Sanbonmatsu, Maria L. Cronley, and Frank R.

Kardes (2001), "The Effects of Strengthening Category-Brand Associations on Consideration Set Composition and Purchase Intent in Memory-Based Choice," in *Advances in Consumer Research*, Vol. 28, eds. Mary C. Gilly and Joan Meyers-Levy, Provo, UT: Association for Consumer Research, 186-189.

Houghton, David C., Frank R. Kardes, David M. Sanbonmatsu, Edward H. Ho, and Steven S. Posavac (1998), "The Role of Conversational Norms and Sensitivity to Omissions in Judgment Based on Limited Evidence," in *Advances in Consumer Research*, Vol. 25, eds. Joseph W. Alba and J. Wesley Hutchinson, Provo, UT: Association for Consumer Research, 146-150.

E. Presentations at Professional Conferences (Excluding Refereed Proceedings)

Gaffney, Donald R., Bryan M. Buechner, Susan Powell Mantel, David Y. Wu, Catherine Touchton, Emma Sittenauer, Steven S. Posavac, and Frank R. Kardes (2025, February), "Consumer AI Aversion and Expectations in Human-AI Communications," presented at the American Marketing Association Winter Academic Conference, Phoenix, AZ.

Wu, Y. David, Catherine Touchton, Donald R. Gaffney, Bryan M. Buechner, Emma Neybert, Susan Powell Mantel, Steven S. Posavac, and Frank R. Kardes (2024, April), "A Gricean Explanation for AI Aversion," presented at the 96th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Machin, Jane, Robert Bossarte, Steven Chan, Josephine Go Jeffries, Cam Kormylo, Steven S. Posavac, Amanda Powell, and Eric D. Reicin, (2024, March), "Technology and Mental Health Harmful or Helpful?" roundtable discussion at the 31st Annual Convention of the Society for Consumer Psychology, Nashville, TN.

White, Tiffany B., Robert Bossarte, Samantha N. Cross, Jane Machin, Heidi D. Posavac, and Steven S. Posavac, (2024, March), Plenary Session panel discussion at the 31st Annual Convention of the Society for Consumer Psychology, Nashville, TN.

Ho, Cony M., Frank R. Kardes, Anthony Salerno, and Steven S. Posavac (2022, March), "A Construal Level Account of the Valuation Effect," paper presented at the 29th Annual Convention of the Society for Consumer Psychology, Virtual.

Posavac, Steven S., Frank R. Kardes, Heidi D. Posavac and Donald R. Gaffney (2021, February), "Decision Motives and Judgment Tendencies of the Histrionic Personality," paper presented at the 22nd Annual Convention of the Society for Personality and Social Psychology, Virtual.

Posavac, Steven S., David M. Sanbonmatsu, and Shailendra P. Jain (2010, May),

“Managing the Marketing Mix to Drive Brand Consideration and Choice,” paper presented at the Annual Advertising and Consumer Psychology Conference, Nashville, TN.

Posavac, Steven S., Michal Herzenstein, Frank R. Kardes, and Suresh Sundaram (2010, February), “On Profits and Halos: The Role of Firm Profitability as an Inferential Input,” paper presented at the 17th Annual Conference of the Society for Consumer Psychology, St. Petersburg, FL.

Deval, Hélène, Susan P. Mantel, Frank R. Kardes, and Steven S. Posavac (2010, February), “Consumer Inferences and Heuristic Flexibility,” paper presented at the 17th Annual Conference of the Society for Consumer Psychology, St. Petersburg, FL.

Mazur, Dominka, Bruce E. Pfeiffer, Steven S. Posavac, Frank R. Kardes, and David M. Sanbonmatsu (2010, January), “Marketing Celebrity Figures: The Less the Public Knows the Better?” paper presented at the 11th Annual Society for Personality and Social Psychology Conference, Las Vegas, NV.

Posavac, Steven S. (2009, February), “On Values and Phenomenology,” presidential address presented at the 16th Annual Conference of the Society for Consumer Psychology, San Diego, CA.

Posavac, Steven S., Frank R. Kardes, and J. Joško Brakus (2006, February), “The Role of Selective Processing in Choice of Marketing Options,” paper presented at the 13th Annual Conference of the Society for Consumer Psychology, Key West, FL.

Brakus, J. Joško, Frank R. Kardes, and Steven S. Posavac (2005, February), “When Focus Induces Tunnel Vision in Marketing Management Decisions,” paper presented at the 12th Annual Conference of the Society for Consumer Psychology, St. Petersburg, FL.

Herzenstein, Michal, Steven S. Posavac, and J. Josko Brakus (2004, October), “Prevention, Promotion, and the Adoption of New Products,” paper presented at the 35th Annual Convention of the Association for Consumer Research, Portland, OR.

Herzenstein, Michal, Sanjog Misra, and Steven S. Posavac (2004, October), “The Role of Consumers’ Attitudes Toward Direct-to-Consumer Advertising of Prescription Drugs on Ad Effectiveness and the Behavior of Consumers and Physicians,” paper presented at the 35th Annual Convention of the Association for Consumer Research, Portland, OR.

Kardes, Frank R., Gavan J. Fitzsimons, David M. Sanbonmatsu, and Steven S.

Posavac (2004, August), "Singular Brand Evaluations: Judgmental Tendencies and Decision Consequences," paper presented at the 112th Annual Convention of the American Psychological Association, Honolulu, HI.

Posavac, Steven S., Gavan J. Fitzsimons, Frank R. Kardes, and David M. Sanbonmatsu (2004, May), "Implications of Selective Processing for Marketing Managers," paper presented at the Annual Advertising and Consumer Psychology Conference, Montreal, Canada.

Kardes, Frank R., Maria L. Cronley, and Steven S. Posavac (2004, May), "Using Implementation Intentions to Increase New Product Consumption: A Field Experiment," paper presented at the Annual Advertising and Consumer Psychology Conference, Montreal, Canada.

Meyer, Tracy, James J. Kellaris, Frank R. Kardes, Maria Cronley, and Steven S. Posavac (2004, February), "When Belief and Evidence Conflict: Factors That Mitigate Consumers' Selective Use of Price-Quality Data," paper presented at the 11th Annual Conference of the Society for Consumer Psychology, San Francisco, CA.

Posavac, Steven S. (2003, May), "Consumer and Managerial Implications of Selective Hypothesis Testing," paper presented at the Buffalo-Cornell-Rochester-Syracuse-Toronto Conference, Ithaca, NY.

Posavac, Steven S., David M. Sanbonmatsu, Frank R. Kardes, and Gavin J. Fitzsimons (2002, October), "The Brand Positivity Effect: When Evaluation Confers Preference," paper presented at the 33rd Annual Convention of the Association for Consumer Research, Atlanta, GA.

Horsky, Dan, Paul Nelson, and Steven S. Posavac (2001, July), "Stating Preference for the Ethereal but Choosing the Concrete: How the Tangibility of Attributes Affects Attribute Weighting in Value Elicitation and Choice," paper presented at the Marketing Science Conference, Wiesbaden, Germany.

Posavac, Steven S. and David M. Sanbonmatsu (2001, February), "Attitudinal and Choice Consequences of the Selective Consideration of Alternatives," paper presented at the 8th Annual Conference of the Society for Consumer Psychology, Scottsdale, AZ.

Cronley, Maria L., James J. Kellaris, Frank R. Kardes, and Steven S. Posavac (2001, February), "Reducing the Proneness to Illusory Correlation of Price-Quality Relationships," paper presented at the 8th Annual Conference of the Society for Consumer Psychology, Scottsdale, AZ.

Cronley, Maria L., James J. Kellaris, Frank R. Kardes, and Steven S. Posavac

(2000, October), “The Role of Selective Hypothesis Testing in the Overestimations of Price-Quality Correlation,” paper presented at the 31st Annual Convention of the Association for Consumer Research, Columbus, OH.

Posavac, Steven S. (2000, February), “Consideration Effects in the Consistency Between Consumers’ Attitudes and Decisions,” paper presented at the 7th Annual Conference of the Society for Consumer Psychology, San Antonio, TX.

Posavac, Steven S. and David M. Sanbonmatsu (1999, October), “The Influence of Decision Importance on the Consistency Between Consumers’ Attitudes and Decisions as a Function of the Level of Contextual Specification of Alternatives,” paper presented at the 30th Annual Convention of the Association for Consumer Research, Columbus, OH.

Posavac, Steven S., Rachel R. Barnes, Russell H. Fazio, and David M. Sanbonmatsu (1997, August), “The Deautomatization of Attitudes,” paper presented at the 105th Annual Convention of the American Psychological Association, Chicago, IL.

Posavac, Steven S., Edward A. Ho, and David M. Sanbonmatsu (1997, August), “The Effects of Selective Elaboration of Alternatives on Attitudes and Decisions,” paper presented at the 105th Annual Convention of the American Psychological Association, Chicago, IL.

Posavac, Steven S., David M. Sanbonmatsu, and Russell H. Fazio (1996, May), “Increasing the Strength of Association Between Alternatives and the Choice Category Increases Attitude-Decision Correspondence,” paper presented at the 68th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Posavac, Steven S., David M. Sanbonmatsu, and Frank R. Kardes (1996, May), “Contextual Influences on Omission Detection and Judgment: The Case of the Cross-Category Set-Size Priming Effect,” paper presented at the 68th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Posavac, Steven S. and David M. Sanbonmatsu (1995, May), “Confirmation Bias in Intuitive Prediction,” paper presented at the 67th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Posavac, Steven S., David M. Sanbonmatsu, and Russell H. Fazio (1995, May), “The Role of Object-Superordinate Category Associations in Decision Making When Alternatives are Unspecified,” paper presented at the 67th Annual Meeting of the Midwestern Psychological Association.

Posavac, Steven S., David M. Sanbonmatsu, and Bryan Gibson (1995, May), “Focal Outcome Assessment and Gambling Choice,” paper presented at the 68th

Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Smittipatana, Sasiwimon, Steven S. Posavac, David M. Sanbonmatsu, and Sharon Shavitt (1995, May), "The Role of Set Size and Distinctiveness in Illusory Correlation," paper presented at the 67th Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

IV. TEACHING EXPERIENCE

A. Graduate Courses

MMark Consumer-Focused Marketing Management (Vanderbilt)
MMark Marketing Ethics Short Course (Vanderbilt)
MBA Selling Strategy: Promotions, Persuasion, and Public Relations (Vanderbilt)
MBA Brand Management (Vanderbilt)
MBA Survey Research Methods (Vanderbilt)
MBA Consumer Behavior (Vanderbilt)
EDP Consumer Behavior and Entrepreneurial Leadership (client: Southwestern)
MBA Marketing Research (Rochester)
MBA Advertising (Rochester)
Consumer Behavior Units in Ph.D. Marketing Seminar (Rochester)

B. Undergraduate Courses (taught at the University of Utah)

Marketing Research
Principles of Marketing
Statistics
Social Psychology
Introductory Psychology

V. DOCTORAL COMMITTEES

A. Dissertation Supervisor

Michal Herzenstein, 2006, Currently Associate Professor of Marketing at the University of Delaware

B. Dissertation Committee Member

Sanjutka Kusari, Marketing, 2010
Jessey Bernstein, Psychology, 2005
Laird Rawsthorne, Psychology, 2002

VI. SERVICE

A. Editorial Responsibilities

Journal of Consumer Psychology, Area Editor (2008-2015), Editorial Review Board (1999-present)

SSRN Owen Graduate School of Management Research Paper Series, Editor (2012-2023)

Journal of Consumer Research, Editorial Review Board (2002-2005, 2008-2018)

Journal of Economic Psychology, Editorial Review Board (2000-present)

Journal of Retailing, Editorial Review Board (2017-2021)

Marketing Letters, Editorial Review Board (2012-2020)

Psychology & Marketing, Editorial Review Board (2014-present)

Chair of the Advertising and Consumer Psychology Conference (2010)

Co-chair of the Society for Consumer Psychology Conference (2003)

B. Ad Hoc Reviews for other Journals

Association for Consumer Research Program Committee (2006, 2011, 2017),
Association for Consumer Research Competitive Program Committee (2008),
Basic and Applied Social Psychology, *Body Image*, *Experimental Psychology*,
Frontiers in Psychiatry, *International Journal of Research in Marketing*, *Journal of Applied Social Psychology*, *Journal of Applied Biobehavioral Research*,
Journal of the Association for Consumer Research, *Journal of Behavioral Decision Making*, *Journal of Consumer Affairs*, *Journal of Customer Behavior*,
Journal of Financial Economics, *Journal of Marketing Research*, *Journal of Personality and Social Psychology*, *Journal of Public Policy and Marketing*,
Journal of Retailing, *Journal of Retailing and Consumer Services*, *Journal of Social and Clinical Psychology*, *Management Science*, *Marketing Letters*,
Organizational Behavior and Human Decision Processes, *Personality and Individual Differences*, *Personality and Social Psychology Bulletin*, *PLOS ONE*,
Psychological Reports, *Sex Roles*, *Social Science & Medicine – Population Health*, *Society for Consumer Psychology Winter Conference* Program Committee (2015), *Sociological Inquiry*

C. Grant Reviews

The Israel Science Foundation

D. Other Service to the Field

President Elect, President, Past-President American Psychological Association
Division 23 – Society for Consumer Psychology (2007-2010)

Judge for the “Marketer of the Year Award,” sponsored by the Rochester Chapter

of the American Marketing Association (2004-2007)
Member of Award Committee for the *Journal of Consumer Psychology's* Young Contributor Award (2003-2004)
Member of the Executive Board of the Society for Consumer Psychology – American Psychological Association Division 23 (2002-2003, 2007-2010)

E. University Service

Owen Bylaws Committee (chair, 2023-present)
Decanal Review and Appointment Committee (chair, 2023)
Flexible MBA Faculty Exploratory Committee (2023-2024)
Ad Hoc Bylaws Review Committee (chair, 2023)
Vanderbilt Appellate Review Board (2019-present)
Frist Center for Autism and Innovation Governance Committee (2019-present)
Marketing Recruiting Committee (2016-2017, 2023-2024 chair)
Post-Doc Recruiting Committee (chair, 2021)
Ad Hoc Committee on Course Evaluations (2019-2020)
Search Committee Associate Dean for MBA Operations (2018)
Ad Hoc Bylaws Review Committee (chair, 2017-2018)
Vanderbilt Ad Hoc Grievance Committees (2017, 2020, 2020-2021, 2021, 2023-2024 chair, 2025)
Vanderbilt Technology Review Committee (2016-2019)
Faculty Director, Master of Marketing Program (2015-present)
Master of Marketing Program Committee (chair, 2016-present)
Vanderbilt Promotion and Tenure Review Committee (2014-2017)
Trans-Institutional Programs Review Panel (2014-2018)
Scholarship Committee (2009-2020, chair 2010-2020)
Ad Hoc Owen School P&T Review Committees
(2010-2011 – Organizational Behavior)
(2011 – Marketing)
(2011-2012 – Finance)
(2012-2013 – Organizational Behavior)
(2013 – Organizational Behavior)
(2014 – Marketing, chair)
(2016 – Organizational Behavior)
(2016-2017 – Marketing)
(2018 – Marketing, chair)
(2019-2020 – Marketing, chair)
(2022-2023 – Marketing, chair)
(2023 – Marketing, chair)
Owen School Portfolio Strategy Task Force (chair, 2014)
Vanderbilt Faculty Research Awards Review Committee (2012-2014)
Owen School Dean Search Committee (2012-2013)
Ad Hoc Faculty Strategy Committee (2010-2011)
Ad Hoc Bylaws Committee (2010-2011)

Advisory Committee to the Associate Dean for Faculty and to the Dean (2009-2010)
Faculty-Staff Campaign Chair (2009)
Marketing Recruiting Chair (2008)
University of Rochester Public Opinion Committee (2005-2007)
Simon School M.S. Specializing in Marketing Coordinator (2004-2007)
Member of the Simon School's Full-Time Master's Degree Programs Task Force (2004-2005)
Rochester Marketing Ph.D. Coordinator (1999-2005)
Faculty Curriculum Committee (2001-2007)
Ad Hoc Entrepreneurship Committee (2001)
Member of Graduate Committee in the Department of Psychology at the U of Utah (1996-1997)

VII. PROFESSIONAL AFFILIATIONS

Association for Consumer Research
American Marketing Association
Society for Consumer Psychology

VIII. HONORS, AWARDS, AND FELLOWSHIPS

A. Vanderbilt University

Finalist for the James A. Webb Excellence in Teaching Award (2022)
Dean's Teaching Award (2019)
Distinguished Faculty Member (awarded by Vanderbilt Athletics, 2018)
Owen Research Productivity Award (2010)
Named E. Bronson Ingram Associate Professor of Marketing (2009), E. Bronson Ingram Full Professor (2010)

B. University of Rochester

Inducted into Beta Gamma Sigma (2006)
Subject of an "Honor-a-Professor" Financial Gift to the Simon School (2005)
Journal of Consumer Research Outstanding Reviewer Award (2002-2003)
Simon Teaching Honor Roll (Summer 2000, Spring 2002, Summer 2002)

C. University of Utah

Marriner S. Eccles Graduate Fellowship in Political Economy (1996-97)
B. Jack White Award for Overall Graduate Performance (1996)
Psychology Department Professional Development Award (1995-96, 1997-98)

Departmental Commendation for Teaching (1995, 1996)
Departmental Commendation for Research (1994, 1995, 1996, 1997)
Departmental Teaching Award (presented by Psi Chi) (1994, 1996)
National Science Foundation Graduate Fellowship Honorable Mention (1993)

D. Knox College

Inducted into Phi Beta Kappa and Sigma Xi (1992)
Graduated with College Honors and Cum Laude (1992)
Robert S. Harper Prize in Psychology (1992)
Ford Foundation Fellowship (1991)