

Joseph K. Goodman

The Ohio State University
Fisher College of Business
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ACADEMIC APPOINTMENTS

Chair, Department of Marketing & Logistics, The Ohio State University, Fisher College of Business, 2019 – present.

Associate Professor of Marketing, The Ohio State University, Fisher College of Business, 2018 – present.

Assistant Professor of Marketing, The Ohio State University, Fisher College of Business, 2016 – 2018.

Associate Professor of Marketing, Washington University in St. Louis, Olin Business School, 2013 – 2016.

Assistant Professor of Marketing, Washington University in St. Louis, Olin Business School, 2008 – 2013.

Assistant Professor of Marketing, University of South Carolina, Moore School of Business, 2007 – 2008.

EDUCATION

Ph.D., Marketing, McCombs School of Business, The University of Texas at Austin, 2007.

B.B.A., Business Honors and Marketing, with honors, McCombs School of Business, The University of Texas at Austin, 2001.

PRIMARY RESEARCH INTERESTS

Consumer Happiness & Well-Being with/from Material and Experiential Purchases

Consumption over Time, Construal, & Intertemporal Choice

Variety and Product/Feature Assortment in Decision Making

Mechanical Turk and Data Collection

PUBLICATIONS

Weingarten, Evan and **Joseph K. Goodman** (forthcoming), "Re-examining the Experiential Advantage in Consumption: A Meta-Analysis and Review," *Journal of Consumer Research*.

Goodman, Joseph K. and Rebecca Walker Reczek (2021), "Choosing What to Choose From: Preference for Inclusion over Exclusion when Constructing Consideration Sets from Large Choice Sets," *Journal of Behavioral Decision Making*, 34 (1), 85-98.

Goodman, Joseph K., Selin A. Malkoc, and Mosi Rosenboim (2019), "The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," *Journal of Consumer Research*, 46 (December), 671-688.

Wright, Scott A. and **Joseph K. Goodman** (2019), "Mechanical Turk in Consumer Research: Perceptions and Usage in Marketing Academia," in *Handbook of Methods in Consumer Psychology*, eds. Frank R. Kardes, Paul M. Herr, and Norbert Schwarz, New York: Routledge.

Ellen, Pam Scholder, June Cotte, and **Joseph K. Goodman** (2019), "The B-School's Glass Ceiling," *BizEd*, March-April, 42-47.

Goodman, Joseph K. and Sarah Lim (2018), "When Consumers Prefer to Give Material Gifts Instead of Experiences: The Role of Social Distance," *Journal of Consumer Research*, 45 (August), 365-382.

Goodman, Joseph K. and Gabriele Paolacci (2017), "Crowdsourcing Consumer Research," *Journal of Consumer Research*, 44 (June), 196-210.

Goodman, Joseph K., Selin A. Malkoc, and Brittney Stephenson (2016) "Celebrate or Commemorate? A Material Purchase Advantage when Honoring Special Life Events," *Journal of the Association for Consumer Research*, 1 (4), 497-508.

Ward, Morgan K., **Joseph K. Goodman**, and Julie R. Irwin (2014), "The Same Old Song: The Power of Familiarity in Music Choice," *Marketing Letters*, 25, 11, 1-11.

- Lead article

Goodman, Joseph K., Cynthia E. Cryder, and Amar A. Cheema (2013), "Data Collection in a Flat World: Strengths and Weaknesses of Mechanical Turk Samples," *Journal of Behavioral Decision Making*, 26 (July), 213-224.

- Lead article
- #1 cited article published in *JBDM* in the past 8 years.

Goodman, Joseph K., Susan Broniarczyk, Jill Griffin, and Leigh McAlister (2013), "Help or Hinder? When Recommendation Signage Expands Consideration Sets and Heightens Decision Difficulty," *Journal of Consumer Psychology*, 23 (April), 165-174.

- Lead article

Goodman, Joseph K. and Caglar Irmak (2013), "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," *Journal of Marketing Research*, 50 (February), 44-54.

Goodman, Joseph K. and Selin A. Malkoc (2012), "Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences," *Journal of Consumer Research*, 38 (December).

Nicolao, Leonardo, Julie R. Irwin, and **Joseph K. Goodman** (2009), "Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases?" *Journal of Consumer Research*, 36 (August), 188-198.

Goodman, Joseph K. and Julie R. Irwin (2006), "Special Random Numbers: Beyond the Illusion of Control," *Organizational Behavior and Human Decision Processes*, 99 (March), 161-174.

WORKING PAPERS

Oh, Hyewon, Joseph K. Goodman, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material."

Lim, Sarah, Stijn M. J. van Osselaer, Joseph K. Goodman, Christoph Fuchs, and Martin Schreir, "What's Your Name? Why and When Consumer Identification Increases Consumer Preference and Satisfaction."

Malkoc, Selin A., Goodman, Joseph K., and Mosi Rosenboim, "Discounting a Lump-sum vs. Payment Stream: More Payments leads to More Patience."

Goodman, Joseph K. and Kathleen D. Vohs, "The Psychological Value of Material Goods."

Kim, Junha, Selin Malkoc, and Joseph K. Goodman, "The Upgrade Effect: Just-below Pricing Discourages Consumers to Upgrade."

Lim, Sarah and Joseph K. Goodman, "Why Do People Give Material Gifts? Asymmetric Materialism Perceptions of Others versus the Self."

SELECTED WORKS IN PROGRESS

"Do Experiences Lead to more Happiness in Gift Giving?" with Sarah Lim.

"One of Each: Variety Seeking to Avoid Choice Difficulty."

"Experiential Word-of-Mouth: Consumers Prefer to Talk about Experiences but Review Material Goods," with Jake Teeny.

"Preference for Potential, not Products: The Greater Appeal for Crowdfunding Production," with Daniel M. Zane.

"The Parts Affect the Whole: How Questions about Separate Components of Experiences Influence Consumer Evaluations," with Daniel Zane and Jake Teeny.

INVITED PRESENTATIONS

- Using Mturk for Research, Master Class at AMA Marketing Summer Educator's Conference, Virtual Conference, August 2020.
- UCLA, Marketing Seminar Series, "Discounting Beyond a Lump-Sum: How Material Goods and Payment Streams Decrease Impatience" Jan, 2020, Los Angeles, CA.
- UCSD, Marketing Seminar Series, "Discounting Beyond a Lump-Sum: How Material Goods and Payment Streams Decrease Impatience" Jan, 2020, San Diego, CA.
- Trends, Issues, and Best Practices in Running Studies Online, ACR Doctoral Symposium, Atlanta, GA, Oct 2019.
- Running Studies Online, Master Class at AMA Marketing Summer Educator's Conference, Chicago, IL, Aug 2019.
- London Business School Summer Research Camp, "Rethinking the Experiential Advantage," July 2018, London, England.
- 9th Biennial Marketing and Public Policy Research Workshop and Doctoral Seminar, "When, Why, and How of Using MTurk for Public Policy Research," June, 2018, Columbus, OH.
- Research Skills Workshop, SCP Doctoral Consortium & Pre-Conference, "Mturk: Current Issues and Solutions," Feb 2018, Dallas, TX.
- Yale Winter Decision Making Symposium, "The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," Jan 2018, Miami, FL.
- University of Maryland Research Camp, "The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," Oct, 2017, College Park, MD.
- Symposium on Alienation and Meaning in Production and Consumption, "Directions for (De)Alienation and Meaning," Jan, 2017, Munich, Germany.
- The Ohio State University Fisher Behavioral Lab Brownbag, "Crowdsourcing Consumer Research: A Guide and Review of Mechanical Turk," Jan, 2017.
- Group for Attitudes and Persuasion (GAP), Psychology Department, The Ohio State University, "Giving happiness: Why we give material gifts when experiences make us happier," Sept, 2016.
- Duke University, Marketing Seminar Series, "Discounting a Lump-sum vs. Payment Stream: More Payments leads to More Patience," May, 2016.

- University of Illinois Chicago, Marketing Seminar Series, "Rethinking the Experiential Advantage," March, 2016.
- The Ohio State University, Marketing Seminar Series, "Rethinking the Experiential Advantage," Jan, 2016.
- Arizona State University, Marketing Seminar Series, "Celebrate or Commemorate? When Material Purchases Lead to Stronger Memories and More Happiness than Experiences," Tempe, AZ, Dec, 2015.
- ACR Workshop, "How and When to Ask the Turk: Tips for Using Amazon's Mechanical Turk to Conduct Consumer Research," workshop at the meetings of the Association for Consumer Research, New Orleans, LA, Oct 2015.
- INSEAD, Marketing Seminar Series, "Celebrate or Commemorate? When Material Purchases Lead to Stronger Memories and More Happiness than Experiences," Fontainebleau, France, June 19, 2015.
- ACR Workshop "Questioning the Turk: Conducting High Quality Research with Amazon Mechanical Turk," with Gabriele Paolacci, workshop at the meetings of the Association for Consumer Research, Baltimore, MD, Oct 2014.
- Olin Faculty Research Symposium, "In Defense of Materialism: Rethinking the Experiential Advantage on Consumer Happiness," May 2, 2014.
- Marketing in Israel 13 (Tel Aviv University, Hebrew University, and IDC), "Giving Happiness: Rethinking the Experiential Advantage on Consumption Happiness," Jan 1, 2014.
- Olin Praxis: Research that Impacts Business, Washington University in St. Louis, "When Consumers Don't Want Choices," Dec 2013. [Link](#).
- University of California, Irvine, "Rethinking the Experiential Advantage on Consumption Happiness," Irvine, CA, Nov 2013.
- HEC Paris, Marketing Seminar Series, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," Paris, France, Feb 2013.
- University of California, San Diego, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," San Diego, CA, Dec 2012.
- Yale Summer Decision Making Symposium, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," New York City, NY, May 2012.
- University of California Riverside, Marketing Seminar Series, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," Riverside, CA, May 2012.
- Katholieke Universiteit Leuven, Marketing Seminar Series, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," Leuven, Belgium, Nov 2011.
- Özyeğin University, Marketing Seminar Series, "Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences," Istanbul, Turkey, July 2011.
- University of Missouri, St. Louis, Spring Seminar Series, "Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences." St. Louis, MO, May 2011.
- Washington University in St. Louis, Marketing Seminar Series, "Consumer and Retailer Strategies when Choosing from Large Assortments," Olin Business School, St. Louis, MO, Nov 2007.
- INSEAD, Marketing Seminar Series, "Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases?" Fontainebleau, France, Sept 2007.
- University of Houston 13th Annual Doctoral Symposium, C.T. Bauer School of Business, Houston, TX.
- Indiana University, 34th Annual Haring Symposium, Kelley School of Business, Bloomington, IN.

PRESENTATIONS (*denotes presenter)

- Oh, Hyewon*, **Joseph K. Goodman**, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented virtually (in special session) at the Association for Consumer Research conference, October 2020.

- Kim, Junha*, Selin A. Malkoc, and **Joseph K. Goodman**, "The Left-digit Effect Discourages Consumers to Upgrade," presented (in special session) at the Society for Consumer Psychology conference, Huntington Beach, CA, March 2019.
- Malkoc, Selin A., **Joseph K. Goodman***, and Mosi Rosenboim, "Discounting a Lump-sum vs. a Payment Stream: More Payments leads to More Patience," presented (in special session) at the Association for Consumer Research conference, Atlanta, GA, October 2019.
- Kim, Junha*, Selin A. Malkoc, and **Joseph K. Goodman**, "The Left-digit Effect Discourages Consumers to Upgrade," presented (in special session) at the Association for Consumer Research conference, Atlanta, GA, October 2019.
- **Goodman, Joseph K.*** and Kathleen D. Vohs, "The Psychological Value of Material Goods," presented at the 11th Triennial Invitational Choice Symposium, May, 2019.
- **Goodman, Joseph K.*** and Kathleen D. Vohs, "The Psychological Value of Material Goods," presented (in special session) at the Society for Consumer Psychology conference, Savannah, GA, March 2019.
- Oh, Hyewon*, **Joseph K. Goodman**, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented (in special session) at the meetings of the Society for Consumer Psychology, Savannah, GA, February 2018.
- Wiengarten*, Evan and **Joseph K. Goodman**, "The Experiential Advantage: A Meta-Analysis," presented (in special session) at the Association for Consumer Research conference, Dallas, TX, October, 2018.
- Oh, Hyewon*, **Joseph K. Goodman**, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented (in special session) at the Association for Consumer Research conference, Dallas, TX, October 2018.
- Oh, Hyewon, **Joseph K. Goodman***, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented (in special session) at the European Association for Consumer Research conference, Ghent, Belgium, June 2018.
- Oh, Hyewon,* **Joseph K. Goodman**, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented at the AMA Marketing and Public Policy Conference, Columbus, OH, June 2018.
- **Goodman, Joseph K.***, Selin A. Malkoc, and Mosi Rosenboim, "Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," presented (in special session) at the meetings of the Society for Consumer Psychology, Dallas, TX, February 2018.
- **Goodman, Joseph K.***, Selin A. Malkoc, and Mosi Rosenboim, "The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," presented (in special session) at the Association for Consumer Research annual conference, San Diego, CA, October 2017.
- **Goodman, Joseph K.**, and Sarah Lim*, "When Consumers Prefer to Give Material Gifts instead of Experiences: The Role of Social Distance," presented (in special session) at the Association for Consumer Research annual conference, San Diego, CA, October 2017.
- **Goodman, Joseph K.** and Sarah Lim*, "Giving Happiness: Why We Give Material Gifts when Experiences Make Us Happier," presented (in special session) at the meetings of the Society for Consumer Psychology, San Francisco, CA, February 2017.
- **Goodman, Joseph K.***, Selin A. Malkoc, and Brittney L. Stephenson, "Celebrate or Commemorate? A Material Purchase Advantage when Honoring Special Life Events," presented (in special session) at the Association for Consumer Research annual conference, Berlin, Germany, October 2016.

- **Goodman, Joseph K.***, Selin A. Malkoc, and Mosi Rosenboim, “The Material-Experiential Asymmetry in Present Bias: Why Material Items Lead to Less Present Biased Preferences,” presented (in special session) at the meetings of the Society for Consumer Psychology, St. Pete Beach, FL, February 2016.
- **Goodman, Joseph K.***, and Rebecca Walker Reczek, “When Consumers Prefer to Include: Consideration Set Construction Strategies from Large Product Assortments,” presented (in special session) at the meetings of the Society for Consumer Psychology, Phoenix, AZ, March 2015.
- **Goodman, Joseph K.***, and Rebecca Walker Reczek, “When Consumers Prefer to Include: Consideration Set Construction Strategies from Large Product Assortments,” presented (in special session) at the Association for Consumer Research annual conference, Baltimore, MD, October 2014.
- **Goodman, Joseph K.***, and Sarah Lim, “Giving Happiness: Do Experiential Gifts Leads to More Happiness?” presented (in special session) at the Association for Consumer Research annual conference, Baltimore, MD, October 2014.
- Dalton*, Brittney L., **Joseph K. Goodman**, and Selin A. Malkoc, “Celebrate or Commemorate? When Material Items Lead to Stronger Memories and Greater Positive Affect,” presented (in special session) at the Association for Consumer Research annual conference, Baltimore, MD, October 2014.
- **Goodman, Joseph K.*** “Giving and Receiving Happiness,” presented (in special session) at the meetings of the Society for Consumer Psychology, Miami Fl, March 2014.
- **Goodman, Joseph K.*** “Mechanical Turk 2.0: Issues, Limitations, and Solutions for Collecting Data in a Mechanical World,” at the Association for Consumer Research annual conference, Chicago, IL, October 2013.
- **Goodman, Joseph K.*** and Kathleen D. Vohs, “One of Each: Variety Seeking to Avoid Choice Difficulty,” presented (in special session at the Association for Consumer Research annual conference, Chicago, IL, October 2013.
- **Goodman, Joseph K.*** and Kathleen D. Vohs, “One of Each: Variety Seeking to Avoid Choice Difficulty,” ISMS Marketing Science Conference, Istanbul, Turkey, July 2013.
- **Goodman, Joseph K.***, Cynthia E. Cryder, and Amar A. Cheema, “Data Collection in a Flat World: Strengths and Weaknesses of Mechanical Turk Samples,” presented (in special session) at the Association for Consumer Research annual conference, Vancouver, BC, October 2012.
- **Goodman, Joseph K.*** and Selin A. Malkoc, “Goodman, Joseph K. and Selin A. Malkoc (2012), “Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences,” presented at the International conference of the Society for Consumer Psychology, Florence, Italy, June, 2012.
- **Goodman, Joseph K.*** and Selin A. Malkoc, “Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences,” presented at the meetings of the Society for Consumer Psychology, Las Vegas, NV, February, 2012.
- **Goodman, Joseph K.*** and Caglar Irmak, “Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products,” presented at the Association for Consumer Research annual conference, St. Louis, MO, October 2011.
- **Goodman, Joseph K.***, Cynthia E. Cryder, and Amar A. Cheema, “Data Collection in a Flat World: Strengths and Weaknesses of Mechanical Turk Samples,” presented at the meetings of the Society for Judgment and Decision Making, St. Louis, MO, November, 2010.
- **Goodman, Joseph K.***, Rajagopal Raghunathan, and Susan Broniarczyk, “A Single Global Brand or Branded Variants? The Role of Differentiation on Brand Portfolio Strategy,” presented at the Global Brand Management Conference, Koc University, Istanbul, Turkey, June, 2010.

- Malkoc*, Selin A. and **Joseph K. Goodman**, "Is More Always Better? The Role of Construal on Assortment Size Preference," presented (in special session) at the meetings of the Society for Consumer Psychology, St. Pete Beach, FL, February, 2010.
- **Goodman***, **Joseph K.**, Susan Broniarczyk, Jill Griffin, and Leigh McAlister, "Simplify or Intensify? Best Seller Signage on Consumer Decision Making from Large Product Assortments" presented (in special session) at the Association for Consumer Research annual conference, San Francisco, CA, October, 2008.
- **Goodman, Joseph K.*** and Susan Broniarczyk, "Screening from Large Assortments: The Use of Include and Exclude Strategies in Consideration Set Construction" presented (in special session) at the Association for Consumer Research annual conference, San Francisco, CA, October. 2008.
- Nicolao*, Leonardo, Julie R. Irwin, and **Joseph K. Goodman**, "Happiness for Sale: Do Experiential or Material Purchases Lead to Greater Consumer Happiness?" presented at the meetings of the Society for Judgment and Decision Making, Long Beach, CA, November, 2007.
- Irwin, Julie R., **Joseph K. Goodman**, and Leonardo Nicolao*, "Happiness for Sale: Do Experiential or Material Purchases Lead to Greater Consumer Happiness?" presented (in special session) at the Association for Consumer Research annual conference, Memphis, TN, October, 2007.
- **Goodman, Joseph K.*** and Cait Poyner, "From Small Slice to Big Picture: The Relationship Between Local Display Breadth, Assortment, and Variety," presented at the meetings of the Society for Consumer Psychology, Las Vegas, NV, February, 2007.
- Ward*, Morgan K., **Joseph K. Goodman**, and Julie R. Irwin, "I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music" presented (in special session) at the meetings of the Society for Consumer Psychology, Miami, FL, February, 2006.
- Ward*, Morgan K., **Joseph K. Goodman**, and Julie R. Irwin, "I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music" presented at the meetings of the Society for Judgment and Decision Making, Toronto, ON, Canada, November 2005
- **Goodman, Joseph K.*** and Susan Broniarczyk, "Clash of Personalities: The Role of the Corporate Brand in Product Brand Portfolios" competitive paper presented at the Association for Consumer Research annual conference, San Antonio, TX, October, 2005.
- **Goodman, Joseph K.*** and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," (in special session) presented at the Association for Consumer Research annual conference, Portland, OR, October 2004.
- **Goodman, Joseph K.*** and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," presented at Behavioral Decision Research in Management Conference, Duke University, April, 2004.
- **Goodman, Joseph K.*** and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," presented at the meetings of the Society for Judgment and Decision Making, Vancouver, Canada, November 2003.
- Broniarczyk*, Susan, **Joseph K. Goodman**, Jill Griffin, and Leigh McAlister, "Too Many Choices: The Effect of Assortment on Anticipated and Post-Consumption Regret," presented (in special session) at the Association for Consumer Research annual conference, Toronto, Canada, October, 2003.
- **Goodman, Joseph K.*** and Julie R. Irwin, "Reluctance to Concede Randomness: Specialized Random Numbers," presented at the Association for Consumer Research annual conference, Toronto, Canada, October, 2003.

REFEREED CONFERENCE PROCEEDINGS

- **Goodman, Joseph K.** and Caglar Irmak (2012), "Having versus Consuming: How Failing to Estimate Usage Frequency Affects Consumer Preferences for Multi-Feature Products," in *Advances in Consumer Research Volume 39*, R. Ahluwalia, T. L. Chartrand, and R. K. Ratner (Eds.), 628-629.

- **Goodman, Joseph K.** and Susan Broniarczyk (2009), "Screening From Large Assortments: the Use of Include and Exclude Strategies in Consideration Set Construction," in *Advances in Consumer Research Volume 36*, A. L. McGill and S. Shavitt (Eds.), 215-216.
- **Goodman, Joseph K.** (2009), "Exclude or Include? Consideration Set Strategies and the Choice Process," in *Advances in Consumer Research Volume 36*, A. L. McGill and S. Shavitt (Eds.), 214-217.
- **Goodman, Joseph K.**, Susan Broniarczyk, Leigh McAlister, and Jill Griffin (2009), "Simplify Or Intensify? Best Seller Signage on Consumer Decision-Making From Large Assortments," in *Advances in Consumer Research Volume 36*, A. L. McGill and S. Shavitt (Eds.), 157-160.
- Irwin, Julie, **Joseph Goodman**, and Leonardo Nicolao (2008), "Happiness For Sale: Do Experiential Or Material Purchases Lead to More Consumer Happiness?" in *Advances in Consumer Research Volume 35*, A. Y. Lee and D. Soman (Eds.), 72-75.
- Ward, Morgan, **Joseph Goodman**, and Julie Irwin (2006), "I Want It Even Though I Do Not Like It: Preference For Familiar But Less Liked Music," in *Advances in Consumer Research Volume 33*, C. Pechmann and L. Price (Eds.), 266-266.
- **Goodman, Joseph K.** and Susan Broniarczyk (2006), "The Clash of Personalities: the Role of the Corporate Brand in Product Brand Portfolios," in *Advances in Consumer Research Volume 33*, C. Pechmann and L. Price (Eds.), 63-67.
- **Goodman, Joseph K.** (2005), "Faulty Reasoning and Gambling Behavior," Special Session Summary, in *Advances in Consumer Research Volume 32*, G. Menon and A. R. Rao, (Eds.), 131-133.
- **Goodman, Joseph K.** and Julie R. Irwin (2004), "Special Random Numbers: Beyond the Illusion of Control", in *Advances in Consumer Research Volume 31*, B. E. Kahn and M. F. Luce (Eds.), 20-21.
- DeFanti, Mark P. and **Joseph K. Goodman** (2005), "Brand Architecture and Corporate Reputation," *Marketing Science Institute Conference Summary*, Report No. 05-303, 20p, Charleston, SC, March 17-18.

HONORS AND AWARDS

- Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2016.
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2015.
- Invited Faculty Fellow, Society for Consumer Psychology Doctoral Symposium, 2013, 2014, 2015, 2016, 2017, 2018.
- Invited Faculty Fellow, Association for Consumer Research Doctoral Symposium, 2011, 2015, 2016, 2018.
- Fred Moore Assistant Instructor Award for Teaching Excellence, McCombs School of Business, The University of Texas at Austin, May 2007.
- AMA-Sheth Foundation Doctoral Fellow, University of Connecticut, July 6-10, 2005.
- The University of Texas at Austin Continuing Fellowship, Office of Graduate Studies 2005.
- 13th Annual University of Houston Doctoral Symposium Fellow, Houston, TX, 2004.
- The University of Texas at Austin Bruton Fellowship, 2003, 2004.
- 34th Annual Haring Symposium Fellow, Indiana University, Bloomington, IN, 2003.
- Dean's Fellowship, McCombs School of Business, The University of Texas at Austin, 2003, 2004.
- The University of Texas at Austin Pre-Emptive Fellowship, Office of Graduate Studies, 2003.
- The University of Texas at Austin Dean's List, 1997-2001.

PROFESSIONAL SERVICE

Service to the Academic Field

- Associate Editor, *Journal of Consumer Psychology*.
- Editorial Review Board, *Journal of Consumer Research*.
- Editorial Review Board, *Journal of Marketing*.

- Editorial Review Board, *Journal of Consumer Psychology*.
- Conference Social Co-Chair (with Franklin Shaddy), Society for Consumer Psychology, Huntington Beach, CA, March 2020.
- Conference Track Chair (with Rosellina Ferraro), Society for Consumer Psychology Annual Conference, Dallas, TX, February 2018.
- Conference Co-Chair (with Kristin Diehl), Society for Consumer Psychology Doctoral Consortium, Phoenix, AZ, February 2015.
- Associate Editor, Association for Consumer Research (ACR) Annual Conference, 2016.
- Advisory Panel, Society for Consumer Psychology (SCP), 2012-2015.
- *Sage Open*, guest editor and Ad Hoc Reviewer.
- Ad-Hoc Reviewer:
 - Journal of Marketing Research*
 - Journal of the Association for Consumer Research*
 - Psychological Science*
 - Perspectives on Psychological Science*
 - Organizational Behavior and Human Decision Processes*
 - Journal of Behavioral Decision Making*
 - Public Opinion Quarterly*
 - Journal of Consulting and Clinical Psychology*
 - Journal of Economic Behavior & Organization*
 - International Journal of Research in Marketing*
 - Journal of Marketing Behavior*
 - Journal of Consumer Affairs*
 - Journal of Retailing*
 - Behavioral Research Methods*
 - Management Science*
 - PLOS ONE*
 - Social Psychological and Personality Science*
 - Review of General Psychology*
 - Acta Psychologica*
 - Journal of Advertising*
 - Marketing Letters*
 - Journal of Public Policy in Marketing*
 - Journal of the Academy of Marketing Science*
 - Journal of Business Logistics*
 - Sustainability*
 - International Journal of Hospitality Management*
- Association for Consumer Research (ACR) Conference
- Society for Consumer Psychology (SCP) Conference
- Society for Consumer Psychology (SCP) Dissertation Competition
- European Marketing Academy (EMAC) Conference
- Social Sciences and Humanities Research Council of Canada
- Academy of Marketing Science World Marketing Congress
- Program Committee, Association for Consumer Research (ACR) Annual Conference, 2013, 2016, 2017, 2018, 2019, 2020.
- Program Committee, CBSIG Conference, Managerially Relevant Consumer Insights: Crossing Boundaries, 2019.

- Symposium Reviewer, Society for Consumer Psychology (SCP) Annual Conference 2009, 2010, 2012, 2013, 2014, 2016, 2019, 2020.
- Publicity Committee, Society for Consumer Psychology, 2013.

Service to the University, College, and Department

- University Faculty Benefits and Compensation Committee, The Ohio State University, 2019-present.
- Marketing Faculty Search Committee Chair, Department of Marketing & Logistics, The Ohio State University, 2018-2019.
- Diversity and Inclusion Committee, Fisher College of Business, The Ohio State University, 2018-present.
- EMBA Program Committee, Fisher College of Business, The Ohio State University, 2018-present.
- Core Academy Committee, Fisher College of Business, The Ohio State University, 2017-present.
- Marketing and Undergraduate Committee, Department of Marketing & Logistics, The Ohio State University, 2017-present.
- Marketing Research Brownbag Series, The Ohio State University, 2017-present.
- Outreach and Engagement Committee, Department of Marketing & Logistics, The Ohio State University, 2018.
- Marketing & Logistics Integration Committee, Department of Marketing & Logistics, The Ohio State University, 2018.
- Haring Symposium Faculty Representative, Indiana University, April 2017.
- Course Evaluation Committee Member, Washington University in St. Louis, 2011-2012.
- Disciplinary Committee, Washington University in St. Louis, 2013-2014.
- Marketing Seminar Series Coordinator, Washington University in St. Louis, 2012.
- Research Pool Coordinator, Olin Business School, Washington University in St. Louis, 2008-2016.
- Faculty Co-Director, Olin Behavioral Lab, Washington University in St. Louis, 2014-2016.
- Co-Director of CB Research Lab, Washington University in St. Louis, 2008-2016, Fisher College of Business, The Ohio State University, 2016-present.

Dissertation Committee Member

- John Costello, Marketing, The Ohio State University
- Hyewon Oh, Marketing, The University of Illinois
- Eda Anlamlier, Marketing, The University of Illinois at Chicago
- Daniel Zane, Marketing, The Ohio State University
- Gabriela Tonietto, Marketing, Washington University in St. Louis
- Brittany Solomon, Psychology, Washington University in St. Louis
- Dejun (Tony) Kong, Organizational Behavior, Washington University in St. Louis

Conference Workshop/Session Chairs

- Workshop Chair, "How and When to Ask the Turk: Tips for Using Amazon's Mechanical Turk to Conduct Consumer Research," 2015 meetings of the Association for Consumer Research, New Orleans, LA.
- Workshop Co-Chair (with [Gabriele Paolacci](#)), "Questioning the Turk: Conducting High Quality Research with Amazon Mechanical Turk," 2014 meetings of the Association for Consumer Research, Baltimore, MD.
- Roundtable Session Chair, "Mechanical Turk 2.0: Issues, Limitations, and Solutions for Collecting Data in a Mechanical World," 2013 meetings of the Association for Consumer Research, Chicago, IL.
- Session Chair, International Society for Consumer Psychology Conference, 2012.

- Special Session Chair, "Choosing for Tomorrow: The Influence of Affect and Temporal Distance," 2011 meetings of the Association for Consumer Research, St. Louis, MO.
- Special Session Chair, "Exclude or Include? Consideration Set Strategies and the Choice Process," 2009 meetings of the Association for Consumer Research, San Francisco, CA.
- Special Session Chair, "Constrained Preferences: A Look into the Preference/Choice Inconsistency," 2006 meetings of the Society for Consumer Psychology, Miami, FL.
- Special Session Chair, "Faulty Reasoning and Gambling Behavior," 2004 meetings of the Association for Consumer Research, Portland, OR.

TEACHING EXPERIENCE

Marketing Management (MBA 6250), The Ohio State University, Fall 2019, Spring 2020, Spring 2021.
Executive MBA core class.

- Evaluations: 4.52/5

Principles of Marketing (BUSML 3250), The Ohio State University, Spring 2017, Spring 2018. Core class, 780 students, multiple campuses.

- Evaluations: 4.0-4.4/5

Flexibility and Decisiveness, Brookings Executive Education (Brookings Institution), NASA Marshall Space Flight Center, July 2015, June 2018; Washington, D.C., September 2015-2019

Brand Management MKT (MKT 400F), Washington University in St. Louis, Spring 2014-2016.

Creating and Building Brand Equity (MKT 500H, MBA and PMBA), Washington Univ in St. Louis, Spring 2014-2015

Understanding and Influencing Consumer Behavior (MKT 576A, MBA and PMBA), Washington Univ in St. Louis, Fall 2009-2013.

- Evaluations: 8.6-9.4/10, Medians 9-10/10

Consumer Behavior (MKT 377, BSBA), Washington Univ in St. Louis, Fall 2009-2013.

- Evaluations: 8.1-9.2/10, Medians 8-10/10

Judgment and Decision Making Seminar (MKT 674, PhD), Washington Univ in St. Louis, Spring 2010.

- Evaluations: Median 10.

Principles of Marketing (MKT 370, BSBA), Washington Univ in St. Louis, Fall 2008.

- Evaluations: Medians 9/10.

Consumer Behavior (MKTG 351), University of South Carolina, Fall 2007.

Principles of Marketing* (MKT 337), The University of Texas at Austin, Spring 2006.

- Evaluations: 4.92/5.0*

*Awarded Fred Moore Assistant Instructor Award for Teaching Excellence.

Independent Study Supervisor, Olin Business School – (partial list) Jessica Liang, Andong Cheng, Jannina Phi, Justin Samakow, Neha Agarwal, Bari Weiss.

Internship Supervisor, Olin Business School – (partial list) Stephen Hayes, Amanda Baranick, Colin Ardern, Ashley Blumberg.

PROFESSIONAL MEMBERSHIPS (PAST AND PRESENT)

CB Research Lab, Co-Founder, Fisher College of Business, The Ohio State University,
www.cbresearchlab.com

CB Research Lab, Olin Business School, Washington University in St. Louis

Good NaylorMan Lab, Moore School of Business, University of South Carolina

Irwin Lab, McCombs School of Business, The University of Texas at Austin

American Marketing Association

American Psychological Association

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making