

# ROBERT W. SMITH

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Assistant Professor of Marketing  
Fisher College of Business, The Ohio State University

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## EDUCATION

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- 2013      Ph.D., Marketing: Ross School of Business, University of Michigan  
**Dissertation Title:** All Together Now: How Perceptions of Unity Guide  
Consumer Judgments and Behavior  
**Dissertation Co-chairs:** Katherine Burson and Norbert Schwarz
- 2004      B.B.A., Marketing  
Kelley School of Business, Indiana University

## ACADEMIC POSITIONS

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- 2013-Present    Assistant Professor of Marketing, Fisher College of Business, The Ohio State  
University.
- 2015-2016      Visiting Scholar, Stern Business School, New York University.

## ARTICLES IN REFEREED JOURNALS

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Zane, Daniel M., Robert W. Smith, and Rebecca Walker Reczek (forthcoming) “The Meaning of  
Distraction: How Metacognitive Inferences from Distraction Affect Brand Attitudes,”  
conditionally accepted at *Journal of Consumer Research*.

O’Brien, Ed and Robert Smith (forthcoming), “Unconventional Consumption Methods and  
Enjoyment of Things Consumed: Recapturing the ‘First Time’ Experience,” *Personality and  
Social Psychology Bulletin*.

Smith, Robert W. and Norbert Schwarz (2016), “Metacognitive Inferences from Other People’s  
Memory Performance,” *Journal of Experimental Psychology: Applied*, 22 (3), 285-294.

Summers, Christopher A., Robert W. Smith, and Rebecca Walker Reczek (2016), “An Audience  
of One: Behaviorally Targeted Ads as Inferred Social Labels,” *Journal of Consumer Research*,  
43 (1), 156-178.

Klein, Richard A. et al. (2014), “Investigating Variation in Replicability: A ‘Many Labs’  
Replication Project,” *Social Psychology*, 45 (3), 142-152.

Morewedge, Carey K., Jesse Chandler, Robert W. Smith, Norbert Schwarz, and Jonathon Schooler (2013), “Lost in the Crowd: Entitative Group Membership Diminishes Mind Attribution,” *Consciousness and Cognition*, 22 (4), 1195-1205.

Smith, Robert W., David Faro, and Katherine Burson (2013) “More for the Many: The Influence of Entitativity on Charitable Giving,” *Journal of Consumer Research*, 39 (5), 961-976.

Smith, Robert W. and Norbert Schwarz (2012), “When Promoting a Charity Can Hurt Charitable Giving: A Metacognitive Analysis,” *Journal of Consumer Psychology*, 22 (4), 558-564.

- Winner of “Park Young Contributor Award” for best JCP article of the year by a junior researcher (PhD student or within two years of receiving PhD) as the lead author.

## **OTHER PUBLICATIONS**

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Smith, Robert W. (forthcoming), “CB as I See It,” in *Consumer Behavior: Buying, Having, and Being*, Vol 13, ed. Michael Solomon, New Jersey: Pearson.

Smith, Robert W. (2018), “[Why You Should Eat Popcorn with Chopsticks – And Other Psychological Tricks to Make Life More Enjoyable](#),” *The Conversation*, Digital Article, June 18.

Reczek, Rebecca Walker, Christopher Summers, and Robert W. Smith (2016), “[Targeted Ads Don’t Just Make You More Likely to Buy —They Can Change How You Think About Yourself](#),” *Harvard Business Review*, Digital Article, April 4.

Reczek, Rebecca Walker, Christopher A. Summers, and Robert W. Smith (2016), “[Online Ads Know Who You Are, but Can They Change You Too?](#)” *The Conversation*, Digital Article, March 2.

## **WORKING PAPERS**

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Smith, Robert W. and Joseph P. Redden, “The Role of the Holistic Experience in Simultaneous Consumption,” revising for second-round review at *Journal of Consumer Research*.

Smith, Robert W. and Kevin Lane Keller, “The Effects of Brand Homogeneity on Product Experiences,” under review at *Journal of Consumer Research*.

Smith, Robert W., Jesse Chandler, and Norbert Schwarz, “Uniformity: The Effects of Employee Uniforms on Judgments and Attributions,” revising for second-round review at *International Journal of Research in Marketing*.

## **SELECTED WORK IN PROGRESS**

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Anna Paley, Robert W. Smith, and Daniel M. Zane, "I Enjoy, Therefore I Am: How Enjoyment Shapes Consumer Self-perceptions of Healthiness," data collection in progress.

Teeny, Jake, Daniel M. Zane, Anna Paley, and Robert W. Smith, "Enjoyment Implies Expertise," data collection in progress.

Paley, Anna and Robert W. Smith, "Self-Punishment after Mistakes," data collection in progress.

Smith, Robert W. and Rebecca Walker Reczek, "Natural Foods Marketing," data collection in progress.

Smith, Robert and Daniel M. Zane, "The Carry-over Effects of Multi-tasking," data collection in progress.

Durso, Geoff. R. O. and Robert W. Smith, "The Influence of Consumer Expertise in Expecting Ambivalence: The 'Too Good to be True' Effect," data collection in progress.

## **STUDENT ADVISING**

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Dissertation Committee Co-chair, Daniel Zane, Ohio State Marketing, 2018.

- He is now an Assistant Professor at University of Miami.

Dissertation Committee Member, Su Yun Bae, Ohio State Consumers Sciences, 2017.

- She is now an Assistant Professor at Bowling Green University.

Dissertation Committee Member, Christopher Summers, Ohio State Marketing, 2016.

- He is now an Assistant Professor at University of South Carolina.

Undergraduate Research Advisor to John Cornell, Robert Craig, Danielle Kuzma, Helen Lu, Mihir Baxi, Ruouo Li, Allison Pesta, Emmett Keith-Jones, Jonathan Pentz, Nick Plattenburg, and Samantha Urell, Ohio State University, 2013-Present.

- Danielle Kuzma won First Place Award at Denman Undergraduate Research Forum, 2017.
- Ruouo Li is now a PhD student at University of South Carolina.

Ph.D. candidacy committee member for Nancy Mengran Xu, Ohio State Psychology, 2017.

Undergraduate Research Advisor to Jillian Boc, Maria Majeed, Matthew Eisner, Juliana Kwan, Elizabeth Wetreich, Megan Buckley, Alisa Tamprasirt, and Vu Nguyen, University of Michigan, 2008-2013.

## **TEACHING EXPERIENCE**

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*Consumer Behavior* (MBA), Fisher College of Business, The Ohio State University,  
Spring 2017. 1 section. Instructor Rating: 4.9 / 5  
Spring 2018. 1 section. Instructor Rating: 4.9 / 5

*Consumer Behavior* (undergrad), Fisher College of Business, The Ohio State University,  
Spring 2014. 3 sections. Average Instructor Rating: 4.5 / 5  
Spring 2015. 3 sections. Average Instructor Rating: 4.7 / 5  
Spring 2016. 3 sections. Average Instructor Rating: 4.8 / 5  
Spring 2017. 2 sections. Average Instructor Rating: 5.0 / 5  
Spring 2018. 1 section. Instructor Rating: 4.9 / 5

*Social Marketing and Public Policy*, Fisher College of Business, The Ohio State University,  
Spring 2017. 1 section. Instructor Rating: 4.7 / 5  
Spring 2018. 3 sections. Average Instructor Rating: 4.7 / 5

*Marketing Management* (undergrad core), Ross School of Business, University of Michigan,  
Fall 2009. 1 section. Instructor Rating: 4.8 / 5

## **HONORS AND AWARDS**

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Invited Faculty Fellow, Mentorship Program, Marketing and Public Policy Conference  
Workshop and Doctoral Consortium, 2018.

Marketing Science Institute (MSI) Research Grant for “The Meaning of Distraction: How  
Metacognitive Inferences from Distraction Affect Brand Attitudes.”

Invited Faculty Fellow, Haring Symposium, 2015.

*Journal of Consumer Psychology* Park Young Contributor Award

- Awarded to the best published paper of the year by a junior researcher as the lead author.

University of Michigan Emeritus Faculty Ph.D. Fellowship.

Rackham Predoctoral Fellowship (Dissertation Award).

- “The most prestigious and substantial award the Rackham Graduate School offers.”

AMA / Sheth Doctoral Consortium Fellow, 2011.

Haring Symposium Fellow, 2011.

Haring Symposium Best Paper Award, 2011.

Kendrick Award for excellence in research and academic performance, 2011.

Stark Award for academic excellence, 2010.

Leo Burnett Scholar Award for excellence in research and academic performance, 2009.

## **SERVICE**

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Ad Hoc Reviewer for:

*Journal of Consumer Research*  
*Journal of Consumer Psychology*  
*Personality and Social Psychology Bulletin*  
*International Journal of Research in Marketing*  
*Journal of Public Policy & Marketing*  
*Journal of Behavioral Decision Making*

Conference and Other Reviewing Activities:

Society for Consumer Psychology Program Committee, 2019.  
Association for Consumer Research Conference Submissions  
Society for Consumer Psychology Conference Submissions  
Marketing and Public Policy Conference Submissions  
The Ohio State University Decision Sciences Collaborative Grant Review Board  
University of Michigan Ross Grant Review Board

Ohio State Marketing Research Camp Coordinator, 2015-Present.

Steering Committee, Decision Sciences Collaborative, The Ohio State University, 2015-Present.

Marketing Graduate Programs Committee Member, The Ohio State University, 2017-Present.

Marketing Undergraduate Program Committee Member, The Ohio State University, 2015-2017.

Teaching Mentor to Jon Quinn, Marketing Lecturer, The Ohio State University, 2016.

Search Committee member for hiring, The Ohio State University, 2015, 2016, 2017.

Steering Committee Member for the Interdisciplinary Science of Consumption Conference, Ann Arbor MI, 2010.

Research Presentations to Ohio State Undergraduate Dormitories and Organizations:

Morrill Tower Dormitory (March 2018)  
Scholars East (November 2015)  
Students Consulting for Nonprofit Organizations (September 2015)  
Scholars East (March 2015)

## **INVITED PRESENTATIONS (POST ROOKIE JOB MARKET)**

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“The Effects of Brand Homogeneity on Product Experiences,” Bocconi University Marketing Department (July 2018).

“Facebook, Cambridge Analytica, and the Future of Advertising,” Public Lecture in Bexley, Ohio (June 2018).

“The Effects of Brand Homogeneity on Product Experiences,” Indiana University Marketing Department (April 2018).

“Fundraising Tips for Nonprofits,” Marketing for A Better World Conference (December 2017).

“The Effects of Brand Homogeneity on Product Experiences,” University of Cincinnati Marketing Department (October 2017).

“The Effects of Brand Homogeneity on Product Experiences,” Colorado State University Marketing Department (December 2016).

“Influences on Enjoyment,” The Ohio State University Decision Sciences Collaborative Annual Research Forum (March 2016).

“Categorization Cues and Consequences in the Marketplace,” The Ohio State University Consumer Sciences Department (November 2015).

“Categorization Cues and Consequences in the Marketplace,” Miami University Marketing Department (November 2015).

“Fundraising Tips For Nonprofits,” TAASC Board Meeting, Columbus OH (November 2014).

“All Together Now: How Entitativity Guides Consumer Judgments and Behavior,” Ohio State Group for Attitudes and Persuasion (October 2014).

## **CONFERENCE PRESENTATIONS**

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“Unconventional Consumption Methods and Enjoyment of Things Consumed: Recapturing the ‘First Time’ Experience,” Marketing and Public Policy Conference, Columbus, OH (June 2018).

“Impact in the Classroom: Integrating Policy in Marketing Education,” Roundtable at Marketing and Public Policy Conference Workshop and Doctoral Consortium, Columbus, OH (June 2018).

“Unconventional Consumption Methods and Enjoyment of Things Consumed: Recapturing the ‘First Time’ Experience,” Association for Consumer Research, San Diego, CA (October 2017).

“The Role of Holistic Processing on Enjoyment During Simultaneous Consumption,” Association for Consumer Research, San Diego, CA (October 2017).

“Drawing Conclusions from Distraction: Positive Attitudinal Consequences of Distraction through Metacognitive Inferences,” Society for Consumer Psychology, San Francisco, CA (February 2017), presented by Daniel Zane.

“Drawing Conclusions from Distraction: Positive Attitudinal Consequences of Distraction through Metacognitive Inferences,” Association for Consumer Research, Berlin Germany (October 2016), presented by Daniel Zane.

“The Benefits of Distraction: Distracting Ads Cue Consumers to Infer Product Liking through Metacognitive Inferences,” Society for Consumer Psychology, St. Petersburg, FL, (February 2016), poster presented by Daniel Zane.

“Group-Member Magnification: Brand Entitativity Polarizes Judgments of Products,” Association for Consumer Research, New Orleans, LA (October 2015).

“An Audience of One: Behaviorally Targeted Ads as Inferred Social Labels,” Marketing and Public Policy, Washington DC, (June 2015), presented by Rebecca Walker Reczek.

“An Audience of One: Behaviorally Targeted Ads as Inferred Social Labels,” Society for Consumer Psychology, Phoenix, AZ, (February 2015), presented by Christopher Summers.

“An Audience of One: Behaviorally Targeted Ads as Inferred Social Labels,” Association for Consumer Research, Baltimore, MD (October 2014), presented by Christopher Summers.

“Perceived Unity Affects Consumption and Experience,” Society for Consumer Psychology, San Antonio, TX (February 2013).

“Uniform(ity),” Behavioral Decision Research in Management, Boulder, CO (June 2012).

“The Internal Consistency Nudge,” Interdisciplinary Science of Consumption, Ann Arbor, MI (May 2011).

“Uniform(ity),” Society for Judgment and Decision Making, Seattle, WA (November 2011).

“All For One: The Influence of Entitativity on Charitable Giving,” Haring Doctoral Symposium, Bloomington, IN, (April 2011).

- Winner of “Best Paper Award”

“Uniform(ity),” Society for Consumer Psychology Winter Conference, Atlanta, GA (February 2011).

“All For One: The Influence of Entitativity on Charitable Giving,” Society for Consumer Psychology Winter Conference, Atlanta, GA (February 2011).

“Flocks, Herds, and Families: The Influence of Victim-Unitization on Charitable Giving,”  
Decision Consortium, Ann Arbor, MI (November 2010).

“Flocks, Herds, and Families: The Influence of Victim-Unitization on Charitable Giving,”  
Association for Consumer Research North American Conference, Jacksonville, FL (October  
2010).

“Experiences of Fluency with Memories of Charities,” Society for Consumer Psychology Winter  
Conference, St. Pete Beach, FL (February 2010).

“Inferring Extremity from Memory: The Effects of Temporal Distance and Metacognitive  
Inference on Word-Of-Mouth,” Society for Consumer Psychology Winter Conference, St. Pete  
Beach, FL (February 2010).

“When it Happened Tells Us What Happened: The Effects of Temporal Distance and  
Metacognitive Inference on Word-Of-Mouth,” Association for Consumer Research North  
American Conference, Pittsburgh, PA (October 2009).

## **INDUSTRY EXPERIENCE**

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Copywriter: JWT Advertising Agency, 2004-2005.

Copywriter, Production Assistant: Base2Studios Advertising Agency, 2005-2006.

Promotions Associate: Boys and Girls Club, 2006-2007.

Fundraiser: Sierra Club, 2006-2007.

## **PROFESSIONAL AFFILIATIONS (PRESENT AND PAST)**

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Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

## **SELECTED MEDIA COVERAGE**

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*Harvard Business Review*

*Business Insider*

*Daily Mail*

*Mashable*

*The Conversation*

*Global News (Canada)*

*Global News Radio (Canada)*

*Yahoo! Finance*

*Gizmodo*

*ScienceDaily*

*Technology.org*

*Network*



*PhysOrg*

*Vocativ*

*Top of Mind with Julie Rose*

*WOSU Radio*

*B2B News*

*Skyword*

*AMA.org*