

Alan D. J. Cooke
Curriculum Vita

March 2020

Department of Marketing
267B Stuzin Hall
University of Florida
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Education University of California, Berkeley, California
 Ph.D. in Cognitive Psychology, 1997

 Walter A. Haas School of Business, University of California, Berkeley, California
 M.S. in Marketing, 1994

 Tufts University, Medford, Massachusetts
 B.S. in Human Factors Engineering (Summa Cum Laude), 1990

Employment 2005-2009, Graduate Coordinator, Marketing Department,
 2010-2011 University of Florida
 2004-Present Associate Professor of Marketing (with tenure),
 University of Florida

 2001-Present Bealls Research Fellow, University of Florida
 1997-2004 Assistant Professor of Marketing, University of Florida

Academic

Honors and Awards

Best Paper. Latin American ACR Conference, 2008
Elective Teacher of the Year, Florida MBA Programs, 2009
Teacher of the Year, Warrington College of Business Administration, 1999, 2004, 2019
Bealls Research Fellowship, 2001-2013
John Castellan Award, Society for Judgment and Decision Making, 2000
Beta Gamma Sigma, 2006
Tau Beta Pi, 1989

Research Funding

2011	mLab: A Collaborative Mobile Research Lab.	Marketing Science Inst.	\$10,000
2013	“Ideas” Challenge in Celebration of MSI’s 50th Anniversary	Marketing Science Inst.	\$40,000

Publications

Rice, Dan H., Alan D.J. Cooke, and Yanmei Zheng (2019). “The impact of bundle comparisons on bundle preference.” *Journal of Behavioral Decision Making*.

Rao, Vithala R., Gary J. Russell, Hemant Bhargava, Alan Cooke, Tim Derdenger, Hwang Kim, Nanda Kumar, Irwin Levin, Yu Ma, Nitin Metha, John Pracejus, R. Venkatesh (2018), “Emerging trends in product bundling: Investigating consumer choice and firm behavior.” *Customer Needs and Solutions*, **5** (1-2), 107-120.

Cooke, Alan D.J. and Peter P. Zubcsek (2017), “The Connected Consumer: Connected Devices and the Evolution of Customer Intelligence,” *Journal of the Association for Consumer Research*, **2** (2), 164-178.

De Wilde, Els, Alan D.J. Cooke and Chris Janiszewski (2008). “Attentional contrast during sequential judgments: A source of the number-of-levels effect.” *Journal of Marketing Research*, **45** (4), 437-449.

Meyvis, Tom and Alan D.J. Cooke (2007), “Learning from mixed comparisons: Anticipation of the future reduces appreciation of the present,” *Journal of Consumer Research*, **34** (2), 200–211. Reported in: <http://www.psychologia-spoleczna.pl/content/view/250/58/>

Amir, On, Dan Ariely, Alan D.J. Cooke, David Dunning, Nicholas Epley, Uri Gneezy, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, and Jose Silva (2005), “Behavioral economics, psychology and public policy,” *Marketing Letters*, **16**, 3/4, 443-454.

Alba, Joseph W. and Alan D.J. Cooke (2004), “When absence begets inference in conjoint analysis,” *Journal of Marketing Research*, **41** (November), 382-387.

- Cooke, Alan D.J., Chris Janiszewski, Marcus da Cuhna, Suzanne Nasco, and Els de Wilde (2004), "Stimulus context and the formation of consumer ideals," *Journal of Consumer Research* **31** (June), 112-124.
- Janiszewski, Chris, Tim Silk, and Alan D.J. Cooke (2004), "Different scales for different frames: The role of subjective scales and experience in explaining attribute framing effects." *Journal of Consumer Research*, **30** (3) 311-325. (Lead article.)
- Cooke, Alan D.J., Harish Sujan, Mita Sujan, and Barton A. Weitz (2002), "Marketing the unfamiliar: The role of context and item-specific information in electronic agent recommendations," *Journal of Marketing Research* **39**, 488-497.
- Cooke, Alan D.J., Tom Meyvis, and Alan Schwartz (2001), "Avoiding future regret in purchase-timing decisions," *Journal of Consumer Research*, **27**, 447-459.
- Mellers, Barbara A., Alan Schwartz, and Alan D.J. Cooke (1998), "Judgment and decision making," *Annual Review of Psychology*, **49**, 447-77.
- Cooke, Alan D.J. and Barbara A. Mellers (1998), "Multiattribute judgments: Context effects in single attributes," *Journal of Experimental Psychology: Human Perception and Performance*, **24**, 496-504.
- Chechile, Richard A. and Alan D.J. Cooke (1997), "A test of generic utility: Evidence for context dependence," *Journal of Risk and Uncertainty*, **14**, 75-93.
- Mellers, Barbara A. and Alan D.J. Cooke (1996), "The role of task and context in preference measurement," *Psychological Science*, **7**, 76-82.
- Cooke, Alan D.J. and Barbara A. Mellers (1995), "Attribute range and response range: Limits of compatibility in multiattribute judgment," *Organizational Behavior and Human Decision Processes*, (1995) **63**, 187-194.
- Mellers, Barbara A., Elke U. Weber, Lisa D. Ordóñez, and Alan D.J. Cooke (1995), "Utility invariance despite labile preferences," In J. R. Busemeyer, D. L. Medin, & R. Hastie (Eds.) *Decision Making from the Perspective of Cognitive Psychology*, 221-246, Burlington, MA: Academic Press, Inc.
- Mellers, Barbara A. and Alan D.J. Cooke (1994), "Trade-offs depend on attribute range," *Journal of Experimental Psychology: Human Perception and Performance*, **20**, 1055-1067.

Papers under Review

- Irreducibility of Sensory Experiences: Dual Representations Lead to Dual Context Effects. (With Yanmei Zheng and Chris Janiszewski)
- Noncomparable Bundle Evaluations: The Effortful Incorporation of Context. (With Dan Rice)

Working Papers

When Expectations Backfire: How Argument Order Expectancies Influence Advertisement Efficacy. (With Joshua Clarkson.)

The Promise and Peril of Behavioral Consumer Research Using Mobile Devices. (With Peter Zubcsek)

Advertised Reference Prices and the Effects of Comparative Offers. (With Dan Rice.)

Papers Presented

Vincent de Urquiza, C., Cooke, A. D., "Pretty in Pink? The Limits to Gender-Differentiated Targeting," Florida Undergraduate Research Association, Florida State Capitol, Tallahassee, FL, February, 2020.

Vincent de Urquiza, C., Cooke, A. D., "Pretty in Pink? The Limits to Gender-Differentiated Targeting," Association for Consumer Research, Atlanta, GA, October, 2019.

Cooke, A. D., Clarkson, J., Martin, N., "When Expectations Backfire: How Argument Order Expectancies Influence Advertisement Efficacy," Baylor Univ., Waco, TX, March, 2019.

Clarkson, J. J., Cooke, A. D., Martin, N. S., Society for Consumer Psychology Annual Conference, "When Expectations Backfire: How Argument Order Expectancies Influence Advertisement Efficacy," Society for Consumer Psychology Annual Conference, Savannah, SC, March, 2019.

Cooke, A. D., Clarkson, J., Martin, N., "When Expectations Backfire: How Argument Order Expectancies Influence Advertisement Efficacy," Stanford Univ., Palo Alto, CA, January 2019.

Cooke, A. and P. Zubcsek. Push and Pull: The Benefits of Using Mobile Platforms for Consumer Research, Interactive Marketing Research Conference, Amsterdam, NL, March, 2018

Cooke, A. and P. Zubcsek. Creating Customer Intelligence Through Ubiquitous Communication, Winter American Marketing Association Conference, New Orleans LA, February, 2018

Cooke, A. and P. Zubcsek. Behavioral Science Research on and with Mobile Devices, Marketing Science Conference, Baltimore MD, June, 2015

Cooke, A. and P. Zubcsek. Behavioral Science Research on and with Mobile Devices, EMAC Annual Conference, May, 2015

Cooke, A. and P. Zubcsek. Behavioral Science Research on and with Mobile Devices, Munich, Ludwig Maximillians Univ., November, 2015

Cooke, A. and P. Zubcsek. Behavioral Science Research on and with Mobile Devices, Gainesville, FL, Institutional Review Board Annual Retreat, August. 2014

Cooke, A. and J. Clarkson. When Expectations Backfire: The Bias of Argument Order Expectancies on Advertisement Efficacy, Louisiana State Univ. Dec. 2012

- Cooke, A. and N. Munichor. Hate the Wait? Why Customers Who Wait Longer Buy More. Association for Consumer Research, Jacksonville, FL, 2010.
- Cooke, A. Learning through Comparisons. Social Psych Research Colloq., Univ. of Florida, Gainesville, FL, April 2009.
- Cooke, A. Product Bundles and the Compositional Nature of Contextual Information. Summer Research Camp, New York Univ., New York, NY, May 2008.
- Cooke, A. How Context Influences Consumer Behavior. Invited address. Haring Doctoral Symposium, Univ. of Indiana, Bloomington, IN, April 2007.
- Cooke, A. Learning through Comparison. Invited address. Dept. of Marketing, Univ. of Houston, Houston, TX, March 2007.
- Cooke, A, C. Janiszewski, and T. Silk. Different Scales for Different Frames: The Role of Subjective Scales and Experience in Explaining Attribute Framing Effects. Society for Judgment and Decision Making, Vancouver, BC, 2003.
- Cooke, A. and T. Meyvis. Learning from Mixed Feedback: The Biased Processing of Store Price Comparisons, Association for Consumer Research, Atlanta, GA, 2002.
- Cooke, A and S. Nasco. Agent Overweighting of Attribute Importance Information, Society for Judgment and Decision Making, Orlando, FL, 2001.
- Cooke, A., H. Sujan, M. Sujan, and B. Weitz. Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations. Invited address, Vanderbilt University.
- Cooke, A. and T. Meyvis. Evaluating Choices: The Effect of Mixed Feedback, Society for Judgment and Decision Making, New Orleans, LA, 2000.
- Cooke, A. and C. Pecheux. Understanding Variety Seeking in Assortment Preference, Association for Consumer Research, Salt Lake City, UT, 2000.
- Cooke, A. and C. Pecheux. Understanding Variety Seeking in Assortment Preference, Behavioral Decision Research in Management, Tucson, AZ, 2000.
- Cooke, A., H. Sujan, M. Sujan, and B. Weitz. Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations, Invited presentation, Penn State Univ. State College, PA, 2000.
- Cooke, A., H. Sujan, M. Sujan, and B. Weitz. Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations, INFORMS: Marketing and the Internet Conference, Los Angeles, California, 2000.
- Cooke, A., A. Schwartz, and T. Meyvis. Avoiding Regret in Sequential Decisions. Social Psychology Colloquium, Gainesville, Florida, 1999.
- Cooke, A., A. Schwartz, and T. Meyvis. When Do People Avoid Regret? University of Florida Winter Retreat, Gainesville, Florida, 1998.

Teaching Experience Marketing Principles (Undergraduate)
Consumer Behavior (Undergraduate)
Human Factors Psychology (Undergraduate)
Customer Analysis (MBA and Professional MBA)
Introduction to Electronic Commerce (Professional MBA)
Electronic Commerce and Marketing (MBA)
Customer Relationship Management (MBA and Professional MBA)
Consumer-Centered Product Design (MBA for Engineers and Scientists)
Judgment and Decision Making (PhD)
Programming for Behavioral Scientists (PhD)
Experimental Design and Analysis (PhD)

Professional Service

Editorial Review Board, *Journal of Consumer Research*

Guest Area Editor, *Marketing Science*

Program Committee, *Association for Consumer Research*, 2005, 2007

Ad-hoc Reviewer: *Journal of Marketing Research*, *Organizational Behavior and Human Decision Processes*, *Marketing Science*, *Journal for Consumer Psychology*, *Marketing Letters*, *Journal of Retailing*, *Psychological Reports*, *Association for Consumer Research*, *Society for Judgment and Decision Making*, *Society for Consumer Psychology Dissertation Competition*, *Journal of Experimental Psychology: Human Perception and Performance*, *Subjective Probability and Decision Making*, *Behavior Research Methods, Instruments, and Computers*, *Information Systems Research*, *Decision, Risk and Management Science*, National Science Foundation, Social Sciences and Humanities Research Council of Canada

**Advisory
Committees**

Dissertation Stijn van Osselear, completed 1998
Committees: Tom Meyvis, completed 2001
 Velitchka Kaltcheva, completed 2001
 Marcus da Cuhna, completed 2003
 Tim Silk, completed 2004
 Els de Wilde (co-chair), completed 2004
 JoAndrea Hoegg, completed 2006
 Dan Rice (Chair), completed 2008
 Julia Belyavsky, completed 2008
 Chul Jeong, completed 2009
 Natalia Buta, completed 2010
 Melissa Minor (co-chair), completed 2011
 Ryan Wang, completed 2013
 Semih Yilmaz, completed 2015
 Ronen Shay, completed 2015
 Hyunjoo Oh, completed 2016
 Yanmei Zheng, completed 2016
 Morgan Conway, completed 2018
 Gillian Wheat, expected 2020

Masters Kimberly Rutkin (Interior Design), completed 2005
Committees: Jeffrey Miller (Educational Psychology), completed 2005
 Cristina Popescu (Communications), completed 2008

Undergraduate Brian Aull, completed 1999
Honors: Laura Kochansky, completed 2005
 Katlyn Cava, completed 2011

Undergraduate Lauren Kaplus, completed 2001
Scholars Laura Kochansky, completed 2005
Projects: Caitlin Sileo, completed 2011
 Michelle Nastir, completed 2015
 Camila Vincent de Urquiza, completed 2019

McNair
Fellowship Jerod Watson, completed 2007
Mentor:

Service

Institutional Review Board, University of Florida (1997-present)
Teaching Committee (chair), Warrington College of Business (2016-present)
UFIT Administrative Systems Committee, University of Florida (2011-present)
Teaching Committee, Warrington College of Business (2000-2001)
MBA Committee, Warrington College of Business (2005-2006, 2012-2013, 2014-2015, 2015-2016 (chair))
Graduate Committee, Warrington College of Business (2005-2009, 2010-2011)
Specialized Graduate Programs Committee, Warrington College of Business (2009-2011)
Graduate Coordinator, Marketing Department (2005-2009,2010-2011)