

Joseph W. Alba
Curriculum Vitae
(February 2024)

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Department of Marketing
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Education State University of New York-Albany, Albany, New York
1972-1976, B. A. in Psychology (Summa Cum Laude)
Temple University, Philadelphia, Pennsylvania
1976-1981, Ph.D. in Experimental Psychology

Employment Assistant Professor of Marketing, University of Florida, 1981 (Fall)-1987
Visiting Professor, Advertising Education Foundation (Cunningham & Walsh), 1982.
Associate Professor of Marketing (with tenure), University of Florida, 1987-1994
Professor of Marketing (with tenure), University of Florida, 1994-1998
JCPenney Professor of Marketing, University of Florida, 1992-1995
Chester Holloway Professor of Entrepreneurship, 1995-1998
Distinguished Professor of Marketing, University of Florida, 1998-present
Chair, Marketing Department, 2003-present
James W. Walter Eminent Scholar Chair of Entrepreneurship, 2011-2014; 2016-
Lanzillotti-McKethan Eminent Scholar Chair in Free Enterprise, 2014-2016

Scholarship Awards Phi Beta Kappa, 1975
Sigma Xi, 1981
Beta, Gamma, Sigma, 1994
Journal of Consumer Research Outstanding Article Award, 1987 & 2003
Journal of Marketing MSI/Paul Root Award, 1997
O'Dell Award Finalist (*Journal of Marketing Research*), 1997, 1999
Fellow of the Society for Consumer Psychology, 2003
Fellow of the American Psychological Association, 2003
Distinguished Scientific Contribution Award, Society for Consumer Psychology, 2004
University of Florida Research Foundation Professor, 2005-2007, 2014-2016
Journal of Marketing Louis Stern Award, 2005
Paul D. Converse Award, 2008
JCR/Sheth Foundation Long-Term Contribution Award, 2008
Fellow of the Association for Consumer Research, 2009

Teaching Awards	<p><u>Traditional MBA Elective Outstanding Teacher Award</u>: 2002, 2007, 2008, 2011, 2013</p> <p><u>Traditional MBA Core Outstanding Teacher Award</u>: 2009_A, 2010_{T2}, 2011_A, 2013_A</p> <p><u>Professional MBA Outstanding Teacher Award</u>: 2003_E, 2003_{ES}, 2007_E, 2007_{ES}, 2008_P, 2009_P, 2009_{SF}, 2011_{SF}, 2012_P, 2012_{SF}, 2014_E, 2018_P, 2020_P, 2023_{O2}, 2023_{WP}</p>
Service Awards	<p><i>Journal of Consumer Research</i> Outstanding Reviewer Award, 2002 & 2003</p> <p><i>Journal of Consumer Psychology</i> Top-10 Reviewer Award, 2008-09, 2010-11</p> <p><i>Journal of Marketing</i> Outstanding Reviewer Award, 2011</p>
Teaching Experience	<p>Human Behavior (Undergraduate)</p> <p>Cognitive Psychology (Undergraduate)</p> <p>Research Methods in Cognitive Psychology (Undergraduate)</p> <p>Promotional Strategy and Management (Undergraduate)</p> <p>Consumers and Competition (Freshman Seminar)</p> <p>Marketing Management (Undergraduate, MBA, Executive MBA, Internet MBA)</p> <p>New Product Development (MBA, MSE)</p> <p>Consumer-Centered Product Design (Engineer/Scientist MBA)</p> <p>Inference Making (PhD)</p> <p>Consumer Information Processing and Decision Making (PhD)</p>
Professional Service	<p>President: Association for Consumer Research, 1999</p> <p>Associate Editor: <i>Journal of Consumer Research</i>, 1993-1996 <i>Journal of Consumer Psychology</i>, 2012-2015</p> <p>Editorial Boards: <i>Journal of Consumer Research</i>, 1987-2009 <i>Journal of Consumer Psychology</i>, 1991-1993, 1996-present <i>International Journal of Research in Marketing</i>, 1997-2012 <i>Monographs of the Journal of Consumer Research</i>, 1997-present <i>Journal of Marketing</i>, 1999-2011 <i>Behavioral Marketing e-Journal (MSN/SSRN)</i>, 2002-present <i>Journal of Marketing Research</i>, 2003-2012 <i>Journal of Behavioral Decision Making</i>, 2004-2014 <i>Foundations and Trends in Marketing</i>, 2005-2012 <i>Marketing Letters</i>, 2007-2017 <i>Applied Economics Research Bulletin</i> (Advisory Board) 2007-10 <i>Journal of Retailing</i>, 2011-2015 <i>Consumer Psychology Review, Advisory Committee</i>, 2015-</p> <p>Reviewer: <i>Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Marketing Letters, Marketing Science, Management Science, Journal of Retailing, Journal of Economic Psychology, Journal of Public Policy & Marketing, Quantitative</i></p>

Marketing and Economics, Journal of the Academy of Marketing Science, Journal of the Association for Consumer Research, Journal of Product Innovation Management, Psychology & Marketing, Review of Marketing, Journal of Retailing and Consumer Services, Accounting Review, Motivation and Emotion, Memory & Cognition, Journal of Experimental Psychology, Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, Journal of Applied Psychology, Journal of Advertising, Decision Support Systems, Journal of Behavioral Decision Making, Journal of Interactive Marketing, Journal of Consumer Behaviour, Journal of Marketing Management, Journal of Computer-Mediated Communication, Managing Global Transitions, National Science Foundation, United States Department of Agriculture, American Marketing Association Dissertation Proposal Competition, American Marketing Association Howard Dissertation Competition, Marketing Science Institute Dissertation Competition, American Marketing Association Educators' Conference, Association for Consumer Research Conference, Society for Consumer Psychology Conference, Social Sciences and Humanities Council of Canada, Research Grants Council of Hong Kong, Southern Marketing Association Conference, Academy of Marketing Science Conference, Marketing and Public Policy Conference, European Marketing Academy Conference, INFORMS Conference, Behavioral Pricing Conference, EMAC-McKinsey Marketing Dissertation Award Competition, ACR/Sheth Dissertation Grant Competition, Israeli Science Foundation.

Board of Directors: Association for Consumer Research, 1998-2000

Conference Co-Chair: Association for Consumer Research (1997)

Program Committees: Association for Consumer Research (1991, 1996, 2001, 2009)
Society for Consumer Psychology (1996)

Advisory Council: Association for Consumer Research, 1993-1995

Scientific Affairs Committee: Society for Consumer Psychology, 1998-2001, 2004-

Board of Trustees, Gainesville Area Innovation Network (GAIN), 1998-2000.

ACR Fellows Committee: Association for Consumer Research, 2001

Sheth Award Committee: Association for Consumer Research, 2002

Ferber Award Committee: *Journal of Consumer Research*, 2003, 2008

Wharton Quinquennial Review Committee, 2003

Journal of Consumer Psychology task force, 2003-2005

Journal of Consumer Psychology Editor Search Committee (Chair), 2007

NYU Stern School Marketing Department External Review Committee, 2008

ACR Officers Selection Committee, 2010

Advisory Committee: *Journal of Consumer Psychology*, 2010-11

Fellows Selection Committee: Society for Consumer Psychology, 2011-

ACR Fellows Nominating Committee (chair), 2015

**Professional
Membership**

Association for Consumer Research
American Marketing Association

**Edited
Volumes**

Alba, Joseph W. and J. Wesley Hutchinson (1998), *Advances in Consumer Research*, Vol. 25, Provo, UT: Association for Consumer Research Press.

Alba, Joseph W. (2011), *Consumer Insights: Findings from Behavioral Research*, Cambridge, MA: Marketing Science Institute.

Publications

Alba, Joseph W., Walter Chromiak, Lynn Hasher, and Mary S. Attig (1980), "Automatic Encoding of Category Size Information," *Journal of Experimental Psychology: Human Learning and Memory*, 6 (July), 370-378.

Alba, Joseph W., Susan A. Alexander, Lynn Hasher, and Karen Caniglia (1981), "The Role of Context in the Encoding of Information," *Journal of Experimental Psychology: Human Learning and Memory*, 7 (July), 193-198.

Hasher, Lynn, Mary S. Attig, and Joseph W. Alba (1981), "I Knew It All Along: Or Did I?" *Journal of Verbal Learning and Verbal Behavior*, 20 (February), 86-96.

Weisberg, Robert W. and Joseph W. Alba (1981), "An Examination of the Alleged Role of 'Fixation' in the Solution of Several 'Insight' Problems," *Journal of Experimental Psychology: General*, 110 (June), 169-192.

Weisberg, Robert W. and Joseph W. Alba, (1981), "Gestalt Theory, Insight, and Past Experience: A Reply to Dominowski," *Journal of Experimental Psychology: General*, 110 (June), 199-203.

Weisberg, Robert W. and Joseph W. Alba (1982), "Problem Solving Is Not Like Perception: More on Gestalt Theory," *Journal of Experimental Psychology: General*, 111 (September), 326-330.

Alba, Joseph W. and Lynn Hasher (1983), "Is Memory Schematic?" *Psychological Bulletin*, 93 (March), 203-231.

[Listed among the 500 most-cited articles in cognitive psychology through 2004 (Cho, Tse, and Neely (2012))

[reproduced in *The International Library of Critical Writings in Psychology*, eds. P.E. Morris and M. Conway, Edward Elgar Publishing, Ltd.: Gloster, UK]

Alba, Joseph W. (1984), "Nature of Inference Representation," *American Journal of Psychology*, 97 (Summer), 215-233.

Zacks, Rose T., Lynn Hasher, Joseph W. Alba, Henriette Sanft, and Karen C. Rose (1984), "Is Temporal Order Encoded Automatically?" *Memory & Cognition*, 12 (July), 387-394.

Alba, Joseph W. and Amitava Chattopadhyay (1985), "Effects of Context and Part-Category Cues on Recall of Competing Brands," *Journal of Marketing Research*, 22 (August), 340-349.

Alba, Joseph W. and Amitava Chattopadhyay (1986), "Salience Effects in Brand Recall," *Journal of Marketing Research*, 23 (November), 363-369.

Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise," *Journal of Consumer Research*, 13 (March), 411-454. (lead article) [Winner of 1985-1987 *JCR* Outstanding Article Award]

Alba, Joseph W. and Howard Marmorstein (1987), "The Effects of Frequency Knowledge on Consumer Decision Making," *Journal of Consumer Research*, 14 (June), 14-25.

Chattopadhyay, Amitava and Joseph W. Alba (1988), "The Situational Importance of Recall and Inference in Consumer Decision Making," *Journal of Consumer Research*, 15 (June), 1-12. (lead article) [Co-winner of the 1987 Ferber Award] [partially reproduced as Marketing Science Institute Report #89-102]

Alba, Joseph W. and J. Wesley Hutchinson (1991), "Public Policy Implications of Consumer Knowledge," in *Advances in Marketing and Public Policy*, Vol. 2, ed. Paul N. Bloom, Greenwich, CT: JAI Press, 1-39. (lead chapter)

Alba, Joseph W., J. Wesley Hutchinson, and John G. Lynch, Jr. (1991), "Memory and Decision Making," in *Handbook of Consumer Theory and Research*, eds. Harold H. Kassarjian and Thomas S. Robertson, New York: Prentice-Hall, 1-49. (lead chapter)

Hutchinson, J. Wesley and Joseph W. Alba (1991), "Ignoring Irrelevant Information: Situational Determinants of Consumer Learning," *Journal of Consumer Research*, 18 (December), 325-345.

Alba, Joseph W., Howard Marmorstein, and Amitava Chattopadhyay (1992), "Transitions in Preference Over Time: The Effects of Memory on Message Persuasiveness," *Journal of Marketing Research*, 29 (November), 406-416. [1997 *JMR* William F. O'Dell Award Finalist]

Broniarczyk, Susan M. and Joseph W. Alba (1994), "Theory Versus Data in Prediction and Correlation Tasks," *Organizational Behavior and Human Decision Processes*, 57 (January), 117-139.

Broniarczyk, Susan M. and Joseph W. Alba (1994), "The Importance of the Brand in Brand Extension," *Journal of Marketing Research*, 31 (May), 214-228. (section lead article)
[1999 *JMR* William F. O'Dell Award Finalist]

Alba, Joseph W., Susan M. Broniarczyk, Terence A. Shimp, and Joel E. Urbany (1994), "The Influence of Prior Beliefs, Frequency Cues, and Magnitude Cues on Consumers' Perceptions of Comparative Price Data," *Journal of Consumer Research*, 21 (December), 219-235. (lead article)

Broniarczyk, Susan M. and Joseph W. Alba (1994), "The Role of Consumers' Intuitions in Inference Making," *Journal of Consumer Research*, 21 (December), 393-407. (lead article)

Hutchinson, J. Wesley and Joseph W. Alba (1997), "Heuristics and Biases in the 'Eye-Balling' of Data: The Effects of Context on Intuitive Correlation Assessment," *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 23 (May), 591-621.

Alba, Joseph, John Lynch, Bart Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer, and Stacy Wood (1997), "Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61 (July), 38-53.
[Winner of 1997 *JM* MSI/Paul Root Award]
[Winner of 2005 *JM* Louis Stern Award]
[Summarized as "Interactive Home Shopping: The Pleasures and Perils of Selling in Cyberspace," Thomas Kiely, *Harvard Business Review*, 1996 (September-October), p12.]
[Partially reproduced as *Marketing Science Institute* Report #97-105, "Interactive Shopping and the Retail Industry."]
[Reproduced in *Recherche et Applications en Marketing*, 1998, 13 (3), 79-102; *Marketing Communications Classics*, 2000, ed. M. FitzGerald and D.C. Arnott, International Thomson Business Press: London, UK; *Internet Marketing: Readings And Online Resources*, 2001, ed. Paul Richardson Irwin/McGraw-Hill, 103-128.]

Alba, Joseph W. and J. Wesley Hutchinson (1999), "Applied Cognition in Consumer Research," in *Handbook of Applied Cognition*, ed. Frank Durso et al., Sussex, England: John Wiley and Sons, Ltd., 343-373.

Alba, Joseph W., Carl F. Mela, Terence A. Shimp, and Joel E. Urbany (1999), "The Effect of Discount Frequency and Depth on Consumer Price Judgments," *Journal of Consumer Research*, 26 (September), 99-114. (lead article)

Alba, Joseph W. (2000), "Dimensions of Consumer Expertise ... Or Lack Thereof," in *Advances in Consumer Research*, Vol. 27, eds. Stephen J. Hoch and Robert J. Meyer, Provo, UT: Association for Consumer Research, 1-9. [Presidential Address]

Van Osselaer, Stijn M.J. and Joseph W. Alba (2000), "Consumer Learning and Brand Equity," *Journal of Consumer Research*, 27 (June), 1-16. (lead article) [Co-winner of the 2000 Ferber Award] [Reproduced in Sage Library in Business and Management Series, *Consumer Behavior I: Research and Influences*, 2005, ed. Margaret Hogg, Sage Publications, Ltd.: London, UK.]

Alba, Joseph W. and J. Wesley Hutchinson (2000), "Knowledge Calibration: What Consumers Know and What They Think They Know," *Journal of Consumer Research*, 27 (September), 123-156. (lead article) [Winner of 1985-1987 JCR Outstanding Article Award] [Summarized as "When Business Is a Confidence Game," *Harvard Business Review*, 2001, 79 (June), 20-21]

Muthukrishnan, A.V., Luk Warlop, and Joseph W. Alba (2001), "The Piecemeal Approach to Comparative Advertising," *Marketing Letters*, 12 (1), 63-73.

Alba, Joseph W. (2002), "Frequency Effects in Consumer Decision Making," in *Etc.—Frequency Processing and Cognition*, eds. Peter Sedlmeier and Tilmann Betsch, Oxford, UK: Oxford University Press, 259-270.

Fitzsimons, Gavan J., J. Wesley Hutchinson, Patti Williams, Joseph W. Alba, Tanya L. Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghuram, J. Edward Russo, Baba Shiv, and Nader T. Tavassoli (2002), "Non-Conscious Influences on Consumer Choice," *Marketing Letters*, 13 (3), 267-277.

Bolton, Lisa, Luk Warlop, and Joseph W. Alba (2003), "Consumer Perceptions of Price (Un)Fairness," *Journal of Consumer Research*, 29 (March), 474-491.

Van Osselaer, Stijn M.J. and Joseph W. Alba (2003), "Locus of Equity and Brand Extension," *Journal of Consumer Research*, 29 (March), 539-550.

Warlop, Luk and Joseph W. Alba (2004), "Sincere Flattery: Trade-Dress Imitation and Consumer Choice," *Journal of Consumer Psychology*, 14 (1-2), 21-27.

Van Osselaer, Stijn M.J., Joseph W. Alba, and Puneet Manchanda (2004), "Irrelevant Information and Mediated Intertemporal Choice," *Journal of Consumer Psychology*, 14 (3), 257-270.

Alba, Joseph W. and Alan D. J. Cooke (2004), "When Absence Begets Inference in Conjoint Analysis," *Journal of Marketing Research*, 41 (November), 382-387.

Shiv, Baba, Antoine Bechara, Irwin Levin, Joseph W. Alba, James R. Bettman, Laurette Dube, Alice Isen, Barbara Mellers, Ale Smidts, Susan J. Grant, and Peter McGraw (2005), "Decision Neuroscience," *Marketing Letters*, 16 (December), 375-386.

Alba, Joseph W. (2006), "Let the Clips Fall Where They May," *Journal of Consumer Psychology*, 16 (1), 14-19.

Bolton, Lisa E. and Joseph W. Alba (2006), "Price Fairness: Good-Service Differences and the Role of Vendor Costs," *Journal of Consumer Research*, 33 (September), 258-265.

Hoegg, JoAndrea and Joseph W. Alba (2007), "Linguistic Framing of Sensory Experience: There Is Some Accounting for Taste," in *Psycholinguistic Phenomena in Marketing Communications*, ed. Tina M. Lowrey, Mahwah, NJ: Lawrence Erlbaum Associates, 3-21. (lead chapter)

Alba, Joseph W. and J. Wesley Hutchinson (2007), "Consumer Psychology," in *Handbook of Applied Cognition*, 2nd edition, ed. Frank Durso et al., West Sussex, England: John Wiley and Sons, Ltd., 683-711.

Hoegg, JoAndrea and Joseph W. Alba (2007), "Taste Perception: More Than Meets the Tongue," *Journal of Consumer Research*, 33 (March), 490-498.

Hoegg, JoAndrea and Joseph W. Alba (2008), "A Role for Aesthetics in Consumer Psychology," in *Handbook of Consumer Psychology*, eds. Curt Haugtvedt, Frank Kardes, and Paul Herr, Mahwah, NJ: Lawrence Erlbaum Associates, 733-754.

Vanhouche, Wouter and Joseph W. Alba (2009), "Generalizing from Negative Experiences," *International Journal of Research in Marketing*, 26 (September), 238-244.

Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2010), "How Do Price Fairness Perceptions Differ Across Cultures?" *Journal of Marketing Research*, 47 (June), 564-576.

Hutchinson, J. Wesley, Joseph W. Alba, and Eric M. Eisenstein (2010), "Heuristics and Biases in Data-Based Decision Making: The Effects of Experience, Training, and Graphical Data Displays," *Journal of Marketing Research*, 47 (August), 627-642.

Hoegg, JoAndrea, Joseph W. Alba, and Darren Dahl (2010), "The Good, the Bad, and the Ugly: Influence of Aesthetics on Product Feature Judgments," *Journal of Consumer Psychology*, 20 (October), 419-430.

Hoegg, JoAndrea and Joseph W. Alba (2011), "Seeing is Believing (Too Much): Design Bias in Perceived Product Functionality," *Journal of Product Innovation Management*, 28 (May), 346-359.

Bolton, Lisa E. and Joseph W. Alba (2011), "Perceptions of Price Fairness," in *Behavioral Insights from Consumer Research*, ed. Joseph W. Alba, Cambridge, MA: Marketing Science Institute.

Alba, Joseph W. (2012), "In Defense of Bumbling," *Journal of Consumer Research*, 38 (April), 981-987. (lead article)
[adapted from the 2011 Association for Consumer Research Fellows Address appearing in *Advances in Consumer Research*, Vol. 39, ed. Darren W. Dahl, Gita V. Johar, and Stijn M. J. van Osselaer.]

Bolton, Lisa E. and Joseph W. Alba (2012), "When Less is More: Consumer Aversion to Unused Utility," *Journal of Consumer Psychology*, 3 (July), 369-383. (lead research article)

Lynch, John G., Jr., Joseph W. Alba, Aradhna Krishna, Vicki G. Morwitz, and Zeynep Gürhan-Canli (2012), "Knowledge Creation in Consumer Research: Multiple Routes, Multiple Criteria," *Journal of Consumer Psychology*, 22 (October), 473-485. (lead article)

Alba, Joseph W. and Eleanor F. Williams (2013), "Pleasure Principles: A Review of Research on Hedonic Consumption," *Journal of Consumer Psychology*, 23 (January), 2-18. (lead article)

Alba, Joseph W. and Richard J. Lutz (2013), "Broadening (and Narrowing) the Scope of Brand Relationships," *Journal of Consumer Psychology*, 23 (April), 265-268.

Alba, Joseph W. and Yanmei Zheng (2016), ">50 Shades," *Journal of Marketing Behavior*, forthcoming.

Zheng, Yanmei, Stijn M. J. van Osselaer, and Joseph W. Alba (2016), "Belief in Free Will: Implications for Practice and Policy" *Journal of Marketing Research*, 53 (December), 1050-1064.

Alba, Joseph W. (2018), "What Role Might Bioscience Play in Helping Us Deepen Our Understanding of—and Intervention in—Human Behavior," in *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, eds. Ronald Hill, Cait Lambertson, and Jennifer Swartz, New York: Routledge, 6-8.

Zheng, Yanmei, Lisa E. Bolton, and Joseph W. Alba (2019), "Technology Resistance: The Case of Food Production Processes," *Journal of Public Policy & Marketing*, 38 (2), 246-262.

Crolic, Cammy, JoAndrea Hoegg, Yanmei Zheng, and Joseph W. Alba (2019), "The Influence of Product Aesthetics on Consumer Inference-Making," *Journal of the Association for Consumer Research*, 4 (October), 398-408.

Wertenbroch, Klaus, Rom Y. Schrift, Joseph W. Alba, et al. (2020), "Autonomy in Consumer Choice," *Marketing Letters*, 31 (June), 429-439.

Zheng, Yanmei and Joseph W. Alba (2021), "Consumer Self-Control and the Biological Sciences: Implications for Marketing Stakeholders," *Journal of Marketing*, 85 (July), 105-122

Zheng, Yanmei and Joseph W. Alba (2023), "Origin versus Substance: Competing Determinants of Disruption in Duplication Technologies" *Journal of Consumer Research*, 49 (April), 944-966. (lead article)

Golder, Peter N., Marnik G. Dekimpe, Jake T. An, Harald J. van Heerde, Darren S. U. Kim, and Joseph W. Alba (2023), "Learning from Data: An Empirics-First Approach to Relevant Knowledge Generation," *Journal of Marketing*, 87 (May), 319-336. (lead article)

**Papers
Presented**

Hasher, Lynn, Walter Chromiak, Joseph W. Alba, and Mary Attig (1978), "Frequency of Occurrence of Superordinates and Their Role in Reconstruction," Psychonomic Society, San Antonio, Texas.

Attig, Mary, Joseph W. Alba, and Lynn Hasher (1979), "Prose Recognition in Normal and Depressed Young and Elderly Adults," Gerontological Society.

Weisberg, Robert W., and Joseph W. Alba, (1979), "The Role of 'Insight' in Problem Solving," Psychonomic Society, Phoenix, Arizona,

Alba, Joseph W. (1982), "The Effects of Product Knowledge on the Comprehension, Retention, and Evaluation of Product Information," Association for Consumer Research, San Francisco [reproduced in *Advances in Consumer Research*, Vol. 10, eds. R.P. Bagozzi and A.M. Tybout, Ann Arbor, MI: Association for Consumer Research, 577-580]

Alba, Joseph W., and J. Wesley Hutchinson (1983), "A Framework for Understanding Consumer Knowledge and Learning," Association for Consumer Research, Chicago.

Alba, Joseph W. and Amitava Chattopadhyay (1984), "The Effects of Part-List Cuing on Attribute Recall: Problem Framing at the Point of Retrieval," Association for Consumer Research, Washington, DC [reproduced in *Advances in Consumer Research*, Vol. 12, eds., M.B. Holbrook and E.C. Hirschman, Provo, UT: , 410-413]

Alba, Joseph W. and Howard Marmorstein (1985), "Frequency Information as a Dimension of Consumer Knowledge," Association for Consumer Research, Las

Vegas. [reproduced in *Advances in Consumer Research*, Vol. 13, ed. R.J. Lutz, Provo, UT, 446-449]

Alba, Joseph W. (1986), "Attitude Accessibility and Consumer Behavior" (Discussant), Association for Consumer Research, Toronto.

Alba, Joseph W. (1986), "Cigarette Smoking: An Information Processing Perspective," (statement made before the United State House of Representatives Subcommittee on Health and the Environment, reproduced in the *Congressional Record*, Serial No. 99-167).

Alba, Joseph W. and J. Wesley Hutchinson (1987), "Cognition and Consumer Expertise," The Second Walter H. Stellner Symposium, University of Illinois.

Alba, Joseph W. and Amitava Chattopadhyay (1987), "Inferring Abstract Beliefs from Advertising: Effects on Consumer Decision Making," Sandage Symposium III, University of Illinois.

Hutchinson, J. Wesley and Joseph W. Alba (1988), "Ignoring Irrelevant Information: The Roles of Visual Similarity and Consumer Expertise," Association for Consumer Research, Boston.

Alba, Joseph W. (1988), "Consumer Inferential Processing and Its Effects on Product Decisions" (Discussant). American Psychological Association, Atlanta.

Alba, Joseph W. (1988), "The Effects of Central and Peripheral Cues on Resistance to Persuasion," American Psychological Association, Atlanta.

Alba, Joseph W. and Howard Marmorstein (1989), "Memory-Based Preference Reversals," Psychology and Marketing Conference, Toronto.

Broniarczyk, Susan M., J. Wesley Hutchinson, and Joseph W. Alba (1991), "What Consumers 'Really' Know and What They 'Think' They Know: Investigations Into Determinants of Confidence and Performance," Association for Consumer Research, Chicago.

Hutchinson, J. Wesley and Joseph W. Alba (1992), "Heuristics and Biases in the 'Eye-Balling' of Data: Decisions Based on Numerical Tables," Marketing Science Conference, London.

Hutchinson, J. Wesley, Rita McMillan, and Joseph W. Alba (1994), "Communicating Expertise to Consumers," Society for Consumer Psychology Conference, St. Petersburg, FL.

Broniarczyk, Susan M. and Joseph W. Alba (1994), "Bases for Product Inference: Prior Beliefs and Data," Association for Consumer Research, Boston.

Alba, Joseph W., Dan Hopping, John G. Lynch (1995), "The Future of Electronic Shopping," Retail Information Systems Conference, Chicago, IL.

Alba, Joseph W., John G. Lynch, and Barton Weitz (1996), "Commerce in Cyberspace: What Is the Role for the Marketing Scientist," Marketing Science Conference, Gainesville, FL.

Alba, Joseph W., John G. Lynch, and Barton Weitz (1996), "New Distribution Channels: The Case of Interactive Home Shopping," European Institute for Advanced Studies in Management workshop, Mons, Belgium.

Weitz, Barton, Joseph W. Alba, and John G. Lynch (1997), "Interactive Shopping and the Retail Industry," Retail Information Systems Conference, Chicago, IL.

Alba, Joseph W., Carl F. Mela, Joel E. Urbany, and Terence A. Shimp (1998), "The Effect of Discounts on Price Perceptions," Marketing Science Conference, Paris, France.

Alba, Joseph W., Carl F. Mela, Terence A. Shimp, and Joel E. Urbany (1999), "Frequency and Depth Effects in Brand Price Estimation," American Marketing Association Winter Educators' Conference, St. Petersburg, FL.

Van Osselaer, Stijn M.J., Chris A. Janiszewski, and Joseph W. Alba (1999), "Cue Competition in Learning of Brand-Benefit Associations," Association for Consumer Research European Conference, Paris, France.

Van Osselaer, Stijn M.J. and Joseph W. Alba (2000), "Patterning Points: The Impact of Increasing, Decreasing and Flat Points-Per-Purchase Schedules on Consumer Choice" Association for Consumer Research Conference, Salt Lake City, UT.

Alba, Joseph W. (2001), "Metacognitive Aspects of Nonconscious Decision Making," UC Berkeley Invitational Choice Symposium, Monterey, CA.

Van Osselaer, Stijn M.J. and Joseph W. Alba (2001), "Patterning Points: The Impact of Increasing, Decreasing and Flat Points-Per-Purchase Schedules on Consumer Choice" Marketing Science Conference, Weisbaden, Germany.

Alba, Joseph W., Lisa Bolton, and Luk Warlop (2001), "Consumer Perceptions of Price Fairness," Erasmus Research Institute of Management Conference, Rotterdam, The Netherlands.

Bolton, Lisa E., Luk Warlop, and Joseph W. Alba (2002), "Explorations in Price (Un)Fairness," Association for Consumer Research Conference, Atlanta, GA. [abstracted in *Advances in Consumer Research*, 2003, Vol. 30, eds. P. Anand Keller and D.W. Rook, Valdosta, GA: Association for Consumer Research, 202]

Alba, Joseph W. (2004), "Aesthetics and Neuroscience," University of Colorado Invitational Choice Symposium, Estes Park, CO.

Eisenstein, Eric, J. Wesley Hutchinson, and Joseph W. Alba (2004), "Numerical Inferences: The Effects of Prior Expectations, Semantic Frames, and Graphical Formats on Budget Allocation Decisions," Association for Consumer Research Conference, Portland, OR. [abstracted in *Advances in Consumer Research*, 2005, Vol. 32, eds. G. Menon and A.R. Rao, Duluth, MN: Association for Consumer Research, 445-446]

Bolton, Lisa E. and Joseph W. Alba (2005), "Consumer Response to Goods Versus Services," Society for Consumer Psychology Conference, St. Petersburg, FL.

Hoegg, JoAndrea and Joseph W. Alba (2005), "Taste Perception: More (and Less) than Meets the Tongue," IC1: Visual Marketing Conference, University of Michigan, Ann Arbor, MI.

Hoegg, JoAndrea and Joseph W. Alba (2005), "Taste Discrimination: The Influence of Visual and Verbal Cues," Association for Consumer Research Conference, San Antonio, TX. [abstracted in *Advances in Consumer Research*, 2006, Vol. 33, eds. C. Pechmann and L.L. Price, Duluth, MN: Association for Consumer Research, 452].

Bolton, Lisa and Joseph W. Alba (2007), "When less Is More: Consumer Aversion to Waste," Association for Consumer Research Conference, Memphis, TN.

Alba, Joseph W. (2008), "Life in the Slow Lane," Paul. D. Converse Award Symposium, University of Illinois, Champaign, IL. [reproduced in 17th Paul D. Converse Symposium, eds. C. Otnes and W. Qualls, Chicago, IL: American Marketing Association, 1-12.

Bolton, Lisa, Hean Tat Keh, and Joseph W. Alba (2008), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA," Behavioral Pricing Conference, Philadelphia, PA.

Bolton, Lisa, Hean Tat Keh, and Joseph W. Alba (2009), "How Do Price Fairness Perceptions Differ Across Culture?" China-India Consumer Insights Conference, Yale University, New Haven, CT.

Alba, Joseph W., Wouter Vanhouche, and Stijn M. J. van Osselaer (2009), "Consumer Perceptions of Free Will," La Londe International Research Conference in Marketing, La Londe, France.

Hoegg, JoAndrea, Joseph W. Alba, and Darren W. Dahl (2009), "The Good, the Bad, and the Ugly: Influence of Aesthetics on Product Performance

Evaluations,” Young Marketing Scholars Conference, College of William & Mary, Williamsburg, VA.

Bolton, Lisa, Hean Tat Keh, and Joseph W. Alba (2009), “How Do Price Fairness Perceptions Differ Across Culture?” Association for Consumer Research Conference, Pittsburgh, PA.

Hoegg, JoAndrea, Joseph W. Alba, and Darren W. Dahl (2010), “The Good, the Bad, and the Ugly: Aesthetic Effects in Product Feature Judgments,” Society for Consumer Psychology Conference, St. Petersburg, FL.

Alba, Joseph W. (2010), “Overgeneralization of Learned Rules,” Invitational Choice Symposium, Key Largo, FL.

Alba, Joseph W. (2010), “In Defense of Bumbling,” Association for Consumer Research Conference, Jacksonville, FL.

Alba, Joseph W. (2012), “Meet the Editors,” American Psychological Association, Orlando, FL.

Alba, Joseph W. and Yanmei Zheng (2016), “Belief in Free Will: Implications for Practice and Policy,” University of Alberta Invitational Choice Symposium, Lake Louise, Canada.

Zheng, Yanmei, Lisa E. Bolton, and Joseph W. Alba (2018), “Understanding and Reducing Consumer Resistance to Technology,” 2018 AMA Marketing and Public Policy Conference, Columbus, OH, June.

Zheng, Yanmei and Joseph W. Alba (2018), “Mental Models of the Tempted Mind: Implications for Public Policy and Social Welfare,” 2018 AMA Marketing and Public Policy Conference, Columbus, OH, June.

Zheng, Yanmei and Joseph W. Alba (2019), “Mental Models of the Tempted Mind: Implications for Consumer Well-Being, Social Equality, National Prosperity, and a Better World,” Triennial Invitational Choice Symposium, Cambridge, Maryland, May.

Zheng, Yanmei, Lisa E. Bolton, and Joseph W. Alba (2019), “Technology Resistance: The Case of Food Production Processes,” AMA Marketing and Public Policy Conference, Washington DC, June.

**Colloquia/
Symposia**

University of Chicago, June 1985
 Institute for Democratic Communication, Boston University, April 1987.
 New York University, April 1989
 Ohio State University, May 1989
 Pennsylvania State University, November 1990
 University of Southern California, March 1991
 Massachusetts Institute of Technology, April 1991

University of Chicago, April 1991
Columbia University, June 1993
Stanford University, August 1993
University of Rochester, October 1994
University of Chicago, May 1996
University of California at Berkeley, April 1997
University of Pennsylvania (Wharton), September 1997
University of Southern California, January 1998
University of British Columbia, March 1998
Cornell University, March 1998
Haring Symposium, Indiana University, April 1998
University of Washington, May 1998
Hong Kong University of Science and Technology, June 1998
Yale University, December 1998
Duke University, March 1999
University of California at Los Angeles, January 2000
University of Michigan, April 2000
University of South Carolina, April 2000
Michigan State University, September 2000
Ohio State University, April 2001
New York University, June 2001
Catholic University of Leuven (Belgium), June 2001
INSEAD (France), June 2001
University of California at Los Angeles, March 2003
Cornell University, April 2003
Yale University, May 2005
University of Colorado, December 2005
Dartmouth College, July 2006
University of Maryland, May 2007
Northwestern University, September 2007
Tilburg University (Netherlands), December, 2007
Cornell University, May 2008
University of Alberta, November 2008
University of Michigan, April 2011
Temple University Webinar, 2011
New York University, February 2012
Michigan State University, April 2012
University of Notre Dame, April 2012
University of Oregon Webinar, February 2013
University of Colorado, April 2013
University of Pennsylvania (Wharton), February 2014
Pennsylvania State University, March 2014
University of Florida (Psychology), April 2016
Yale University, October 2016
Wroe Alderson Symposium, University of Pennsylvania (Wharton), May 2019
Grenoble Ecole de Management, June 2021
University of Florida (Psychology), October 2022
Peking University, October 2023

Dissertation Committees (Chaired)

Amitava Chattopadhyay, completed 1987
(co-winner, 1988 Ferber Award)

Susan Broniarczyk, completed 1992
(winner, 1992 John Howard AMA Dissertation Competition)

A. V. Muthukrishnan (co-chair), completed 1993
(co-winner, 1993 John Howard AMA Dissertation Competition)
(honorable mention, 1996 Ferber Award)

Manuel Pontes, completed 1993

Luk Warlop (co-chair), completed 1995

Stijn Van Osselaer, completed 1998
(runner-up, 1999 John Howard AMA Dissertation Competition)
(co-winner, 2000 Ferber Award)

Stacy Wood (co-chair), completed 1998

Lisa Bolton, completed 2000
(winner, Procter & Gamble Dissertation Grant)
(winner, 2000 John Howard AMA Dissertation Competition)

Wouter Vanhouche, completed 2005

Jo Andrea Hoegg, completed 2006

Hyunjoo Oh (co-chair), completed 2016

Dissertation Committees (Member)

Douglas Hausknecht, completed 1988

Rick Tubbs (Accounting), completed 1988

James Trudeau (Psychology), completed 1988

P. Merle Maddocks (Accounting), completed 1989

Anusree Mitra, completed 1990

Dee Montgomery (Psychology), completed 1993

Amitabh Mungale, completed 1994

Frances Holman, completed 1997

Lisabeth Tahlier (Accounting), completed 1997

Vincent Owroso (Accounting), completed 1997

Michael Guiry, completed 1999

Kevin Bradford, completed 1999

Kevan Jensen (Accounting), completed 1999

Norma Mendoza, completed 2000

Ratanaporn Awiphan (Pharmacy), completed 2000

Tom Meyvis, completed 2001

Velitchka Kaltcheva, completed 2001

Hayden Noel, completed 2002

Marcus da Cunha, completed 2003

Steve Knaust (Psychology), completed 2003

Tim Silk, completed 2004

Yu Bo Chen, completed 2004

Davy Lerouge (KU Leuven), completed 2004

Shenghua Luan (Psychology), completed 2004

Jesse Itzkowitz (Psychology), completed 2005

Elise Chandon, completed 2006

Jason MacGregor (Accounting), completed 2007

Baler Bilgin, completed 2007
 Jun (Jack) Xu, completed 2008
 Juliano Laran, completed 2008
 Dan Rice, completed 2008
 Jesse Itzkowitz, completed 2009
 Clay Koschnick (ISE), completed 2012
 Yanmei Zheng, completed 2016
 Charis Li, completed 2019
 Sang Kyu Park, completed 2021

**Masters
 Committees**

William Baker (Marketing), completed 1985
 Alan Dick (Marketing), completed 1985
 Jackie Marks (Marketing), completed 1992
 Kimberly Rutkin (Interior Design), completed 2005

**Selected
 Internal
 Service**

Marketing Department Chair Search Committee, 1983-84, 2000 (Chair)
 WCB Undergraduate Curriculum Committee, 1983-84
 WCB Admissions Committee, 1984-86
 Social Psychology Search Committee, 1985
 WCB Undergraduate Honors Committee, 1985-87
 University Faculty Senate, 1985-87, 1989-91
 WCB Teaching Committee, 1988-1990
 Behavioral Laboratory Committee/Coordinator, 1982-1998
 Graduate Coordinator, 1989-91
 WCB Graduate Committee, 1989-91
 WCB Research Committee, 1989-91, 1993-1995, 1999- (Chair, 1990-91, 1994-95,)
 WCB Faculty Advisory Committee, 1989-90, 91-95, 1998- (Chair, 1992-93),
 2019-present
 University Minority Mentor, 1990-91, 1994-95
 WCB MBA Committee, 1994-2002 (Chair, 1995-96, 97-00, 01-02)
 WCB Distance Learning Committee, 1994-95
 WCB MBA Marketing Case Competition Instructor/Advisor (1995, 1997, 1999)
 WCB Tenure and Promotion Committee, 1996-99; 2020-present
 WCB MBA Task Force, 1999
 Fisher School of Accounting Task Force, 1999
 WCB MBA Director Search Committee, 2000 (Chair)
 Chairman, Department of Marketing, 2003-2016
 UF Branding Selection Committee, 2005
 WCB DBA Committee, 2008 (Chair)
 WCB MBAA Faculty Advisor, 2009-2010
 WCB Entrepreneurship Search Committee (Chair), 2010-2011
 UF Doctoral Programs Assessment Committee, 2010-2011
 UF Innovative Sustainability & Social Impact Initiative Advisory Board, 2011
 UF Doctoral Program Improvement Review Committee, 2012-2103
 UF Preeminence Proposal Review Committee, 2013-2014
 WCB Dean Search Committee, 2016-2018
 WCB MBA Committee, 2017-present (Chair 2018; 2020)

WCB Specialized Graduate Programs Committee, 2017-2021
WCB Distinguished Professor Committee, 2020
UF David Thomas Chair Selection Committee, 2022