November 2026

CURRICULUM VITAE

SCOTT I. RICK

University of Michigan
Ross School of Business
701 Tappan Avenue
Office R5486
Ann Arbor, MI 48109

Cell Phone: (713) 252-5654
Office Phone: (734) 615-3169
Email: srick@umich.edu
Web: scottrick.com

ACADEMIC POSITIONS

2016–	Associate Professor of Marketing Ross School of Business, University of Michigan
2024	Faculty Director, Michigan Ross Empower and Thrive Initiative
2009–2016	Assistant Professor of Marketing Ross School of Business, University of Michigan
2007–2009	Research Fellow and Lecturer of Operations and Information Management The Wharton School, University of Pennsylvania

EDUCATION

2007	Ph.D. Behavioral Decision Research, Carnegie Mellon University
2002	B.A. Economics, *Summa cum laude*, University of Houston (Honors College)

AWARDS AND RECOGNITION

Finalist, 2026 *Journal of Consumer Research* Best Article Award
Named one of *Poets & Quants* 50 Best Undergraduate Business Professors, 2025
"The Tightwad-Spendthrift Construct and Scale" named one of 100 "Big Ideas" in the 100-year history of Michigan Ross, 2024
Winner of AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2024
PhD Teaching Excellence Award, Ross School of Business, 2023
Nominated for the UM Golden Apple Award, a university-wide teaching award, 2020
BBA Teaching Excellence Award, Ross School of Business, 2014
Faculty Fellow, Advertising Educational Foundation Visiting Professor Program, 2014
Arnold M. and Linda T. Jacob Faculty Research Award, Ross School of Business, 2011
Graduate Research Fellowship (Economics), National Science Foundation, 2004-2007

BOOK

Rick, Scott (2024), *Tightwads and Spendthrifts: Navigating the Money Minefield in Real Relationships*, St. Martin's Press.

- Selected as a January 2024 "Must Read" by the Next Big Idea Club
- Selected as a Best New Book by the *New York Post* in January 2024
- Selected for the Maryland Smith School of Business Summer 2024 Reading List
- Highlighted as a best book of 2024 by Behavioral Grooves, A Wealth of Common Sense, and Todd Kashdan
- Included in the New York Public Library list of recommended resources for financial fitness
- Italian translation: Rick, Scott (2025), *Tirchi e spendaccioni: Gestire il denaro nelle relazioni personali*, Egea (Bocconi University). Media: *Corriere della Sera*, *La Stampa*, *Linkiesta*
- Also translated into Simplified Chinese and Traditional Chinese
- 40+ podcast interviews (Spotify playlist), including *Think (KERA / NPR)*, *Everyday Better with Leah Smart*, *Reimagining Love*, *Next Big Idea Daily*, *So Money with Farnoosh Torabi*, *Michigan Public*, *Minnesota Public Radio*, *Second City's "Getting to Yes, And" Podcast*, *Passion Struck*, *Her Money with Jean Chatzky*, *Something You Should Know*, *Motley Fool Money*, *Behavioral Grooves*, *Rational Reminder*, *How to Money*, *Morningstar*
- Related Media Coverage: *Time*, *Wall Street Journal*, *Reuters*, *New York Times*, *The Atlantic*, *NPR Life Kit*, *The Daily Mail*, *Hour Detroit*, *Pulp*, *Psychology Today*, *Fox News*, *IVY*, *The Conversation*, *MarketWatch*, *Family Action Network*, *The Joint Account*, *Relational Riffs*

JOURNAL PUBLICATIONS AND ADVANCED WORKING PAPERS

Google Scholar: 6,000+ citations, h-index: 19

Sun, Chengyao, Cynthia Cryder, and Scott Rick, "A Co-Branding Conundrum: Consumers Underuse Co-Branded Credit Cards Outside of Their Featured Brands," **Conditionally Accepted, *Journal of Marketing Research***.

- Selected for SJDM's Featured Research series (2026)

Rick, Scott, Jenny Olson, and Stacy Wood (in press), "Time Will Tell: An Argument and Roadmap for Longitudinal Consumer Research," ***Journal of Consumer Psychology***.

- Commentaries by Aparna Labroo; Andrea Morales and On Amir; Ania Jaroszewicz and George Loewenstein; Joel Huber and Martin Reimann

Olson, Jenny, Scott Rick, Deborah Small, and Eli Finkel (2023), "Common Cents: Bank Account Structure and Couples' Relationship Dynamics." ***Journal of Consumer Research***, 50(4), 704-721.

- **Winner of 2024 AMA-EBSCO-RRBM Award for Responsible Research in Marketing**
- **Finalist, 2026 *Journal of Consumer Research* Best Article Award**
- Selected as a *JCR* "Editor's Choice" article
- Highest Altmetric score of all *JCR* articles ever tracked by Altmetric

- Selected Media Coverage: *APA Monitor on Psychology*, *Bloomberg Radio*, *Boston Globe*, *Daily Mail*, *Forbes*, *The Globe and Mail*, *Greater Good Magazine*, *The Independent*, *Kellogg Insight*, *MarketWatch*, *Money.com*, *New York Times*, *NPR Life Kit*, *Psychology Today*, *TLC*, *US News & World Report*, *USA Today*, *Wall Street Journal*, *Washington Post*

Olson, Jenny and Scott Rick (2023), "Subjective Knowledge Differences within Couples Predict Influence Over Shared Financial Decisions." ***Journal of the Association for Consumer Research***, 8 (4), 378-389.

- Lead Research Article
- Selected Media Coverage: *New York Times*

Olson, Jenny, and Scott Rick (2022), "You Spent How Much? Toward an Understanding of How Romantic Partners Respond to Each Other's Financial Decisions," ***Current Opinion in Psychology***, 43 (February), 70-74.

- Selected Media Coverage: *American Century Investments*, *Psychology Today*

Smith, Craig, Margaret Echelbarger, Susan Gelman, and Scott Rick (2018), "Spendthrifts and Tightwads in Childhood: Feelings about Spending Predict Children's Financial Decision Making," ***Journal of Behavioral Decision Making***, 31 (3), 446-460.

- Selected Media Coverage: *Barron's*, *Charles Schwab's Financial Decoder Podcast*, *Wall Street Journal*, *World Economic Forum*

Rick, Scott, Gabriele Paolacci, and Katherine Burson (2018), "Income Tax and the Motivation to Work," ***Journal of Behavioral Decision Making***, 31 (5), 619-631.

Rick, Scott (2018), "Tightwads and Spendthrifts: An Interdisciplinary Review," ***Financial Planning Review***, 1, e1010 (1-9).

Madrian, Brigitte, Hal Hershfield, Abigail Sussman, Saurabh Bhargava, Jeremy Burke, Scott Huettel, Julian Jamison, Eric Johnson, John Lynch, Stephan Meier, Scott Rick, and Suzanne Shu (2017), "Policy Applications of Behavioral Insights to Household Financial Decision-Making," ***Behavioral Science & Policy***, 3 (1), 27-40.

Rick, Scott, Beatriz Pereira, and Katherine Burson (2014), "The Benefits of Retail Therapy: Making Purchase Decisions Reduces Residual Sadness," ***Journal of Consumer Psychology***, 24 (3), 373-380.

- Selected Media Coverage: *BBC*, *Bloomberg*, *CBC Radio*, *CBS Detroit*, *The Chicago Tribune*, *CNBC*, *The Consumerist*, *Daily Mail*, *The Denver Post*, *Detroit Free Press*, *Elle Decor*, *Fidelity*, *Forbes*, *Fox & Friends*, *Glamour*, *Harvard Business Review Morning Advantage*, *Harvard Business Review – The Daily Stat*, *Huffington Post*, *The Independent*, *Jezebel*, *Michigan Radio*, *NBC News*, *New York Magazine*, *Psychology Today*, *Shape*, *Time*, *Toronto Star*, *U.S. News & World Report*, *Women's Health Magazine*, *Yahoo! Finance*

John, Leslie, George Loewenstein, and Scott Rick (2014), "Cheating More for Less: Upward Social Comparisons Motivate the Poorly Compensated to Cheat," ***Organizational Behavior and Human Decision Processes***, 123 (2), 101-109.

- Selected Media Coverage: *Business Insider*, *Houston Chronicle*, *HR Magazine*, *Human Resource Executive*, *Psychology Today*, *Yahoo! Finance*

Rick, Scott and Maurice Schweitzer (2013), "The Imbibing Idiot Bias: Consuming Alcohol Can be Hazardous to Your (Perceived) Intelligence," ***Journal of Consumer Psychology***, 23 (2), 212-219.

- Selected Media Coverage: *Academy of Management*, *The Atlantic*, *Big Think*, *Bloomberg Businessweek*, *The Boston Globe*, *Business Insider*, *CBS MoneyWatch*, *Crain's Detroit Business*, *Daily Mail*, *The Economist*, *The Financial Times*, *Forbes*, *The Globe and Mail*, *Huffington Post*, *Inc.*, *The Independent*, *Knowledge@Wharton*, *Marketplace*, *Men's Health*, *New York Daily News*, *New York Post*, *Psychology Today*, *Reader's Digest*, *Reuters*, *Scientific American Mind*, *Slate*, *The Stanford Daily*, *The Telegraph*, *Time*, *Toronto Star*

Amar, Moty, Dan Ariely, Shahar Ayal, Cynthia Cryder, and Scott Rick* (2011), "Winning the Battle but Losing the War: The Psychology of Debt Management," ***Journal of Marketing Research***, 48 (Special Issue), S38-S50. *Alphabetical authorship.

- Selected Media Coverage: *The Baltimore Sun*, *Business Insider*, *Chicago Booth Capital Ideas*, *The Chicago Tribune*, *The Dave Ramsey Show*, *Experian*, *Fidelity*, *Fox Business*, *The Globe and Mail*, *Kiplinger*, *MarketWatch*, *The Oregonian*, *Pacific Standard*, *Pittsburgh Tribune-Review*, *Scientific American*, *The Seattle Times*, *SmartMoney*, *Time*, *Yahoo! Finance*

Rick, Scott, Deborah Small, and Eli Finkel (2011), "Fatal (Fiscal) Attraction: Spendthrifts and Tightwads in Marriage," ***Journal of Marketing Research***, 48 (2), 228-237.

- Selected Media Coverage: *ABC News*, *BBC*, *C-SPAN*, *CBS MoneyWatch*, *The Chicago Tribune*, *Consumer Reports Money Adviser*, *CNBC (Squawk on the Street)*, *CNN*, *eHarmony Labs*, *Equifax*, *Forbes*, *Fox News*, *The Globe and Mail*, *Harper's Magazine*, *HLN*, *Huffington Post*, *ING eZonomics*, *Jezebel*, *Kiplinger*, *Knowledge@Wharton*, *The Los Angeles Times*, *Marketplace*, *The Miami Herald*, *Money Magazine*, *New York Times*, *Pregnancy.org*, *Real Simple*, *Redbook*, *Reuters*, *The Seattle Times*, *Slate*, *Star Tribune*, *The Street*, *Time*, *Vanguard*, *The Wall Street Journal*, *The Washington Post*, *Wharton Business Radio*

Rick, Scott (2011), "Losses, Gains, and Brains: Neuroeconomics Can Help to Answer Open Questions about Loss Aversion," ***Journal of Consumer Psychology***, 21 (4), 453-463.

Paolacci, Gabriele, Katherine Burson, and Scott Rick (2011), "The Intermediate Alternative Effect: Considering a Small Tradeoff Increases Subsequent Willingness to Make Large Tradeoffs," ***Journal of Consumer Psychology***, 21 (4), 384-392.

Rick, Scott and Roberto Weber (2010), "Meaningful Learning and Transfer of Learning in Games Played Repeatedly Without Feedback," ***Games and Economic Behavior***, 68 (2), 716-730.

Rick, Scott and George Loewenstein (2008), "Hypermotivation," ***Journal of Marketing Research***, 45 (6), 645-648.

- Commentary on Mazar, Amir, and Ariely (2008, *JMR*)
- Selected Media Coverage: *Scientific American Mind*

Rick, Scott, Cynthia Cryder, and George Loewenstein (2008), "Tightwads and Spendthrifts," ***Journal of Consumer Research***, 34 (6), 767-782.

- Featured in How to Publish High-Quality Research (APA, 2014, eds. Joireman & Van Lange)
- Selected Media Coverage: *AARP*, *ABC News*, *American Radio Works*, *The Atlantic*, *Big Think*, *CBC News*, *The Chicago Tribune*, *Discovery News*, *Financial Post*, *The Globe and Mail*, *Inc.*, *Jezebel*, *Kiplinger*, *LiveScience*, *The Los Angeles Times*, *Miller-McCune*, *Minnesota Public Radio*, *MSNBC*, *NASDAQ.com*, *NPR*, *National Science Foundation*, *New York Magazine*, *New York Times*, *Newsweek*, *Philadelphia Inquirer*, *Pittsburgh Post-Gazette*, *Psychology Today*, *Reuters*, *SELF Magazine*, *Smithsonian Magazine*, *Time*, *The Times of UK*, *Toronto Star*, *The Vancouver Sun*, *The Wall Street Journal*, *WebMD*, *Yahoo! Finance*

Loewenstein, George, Scott Rick, and Jonathan Cohen (2008), "Neuroeconomics," ***Annual Review of Psychology***, 59, 647-672.

Knutson, Brian, Elliott Wimmer, Scott Rick, Nick Hollon, Drazen Prelec, and George Loewenstein (2008), "Neural Antecedents of the Endowment Effect," ***Neuron***, 58, 814-822.

- Selected Media Coverage: *Nature News*, *Science* NOW

Rick, Scott and George Loewenstein (2008), "Intangibility in Intertemporal Choice," ***Philosophical Transactions of the Royal Society B: Biological Sciences***, 363 (1511), 3813-3824.

Knutson, Brian, Scott Rick, Elliott Wimmer, Drazen Prelec, and George Loewenstein (2007), "Neural Predictors of Purchases," ***Neuron***, 53, 147-156.

- Commentary by Alain Dagher (2007), "Shopping Centers in the Brain," *Neuron*, 53, 7-8.
- Featured as a Research Highlight in *Nature Reviews Neuroscience*, 8 (2), 84-85.
- Identified, in April 2015, as a "Highly Cited Paper" by Web of Science (criterion: "received enough citations to place it in the top 1% of the academic field of Neuroscience & Behavior based on a highly cited threshold for the field and publication year")
- Selected Media Coverage: *Advertising Age*, *The Atlantic*, *BBC News*, *Bloomberg Businessweek*, *CBS News*, *The Consumerist*, *The Doctors*, *The Economist*, *Forbes*, *Fox Business*, *The Globe and Mail*, *Good Morning America*, *The Guardian*, *Marketplace*, *MTV*, *National Geographic*, *NBC Nightly News*, *New York Daily News*, *New York Magazine*, *New York Times*, *Nightline*, *Oprah & Friends Radio (The Jean Chatzky Show)*, *The Philadelphia Inquirer*, *Psychology Today*, *Quartz*, *Science*, *Science* NOW, *Scientific American*, *The Situationist*, *The Sunday Times*, *Time*, *TLC Family*, *Today*, *Vanguard*, *Wired*

Hamman, John, Scott Rick, and Roberto Weber (2007), "Solving Coordination Failure with 'All-or-None' Group-Level Incentives," ***Experimental Economics***, 10 (3), 285-303.

OP-EDS AND BLOG POSTS

Rick, Scott (2024), "How Much Do You Need To Know About How Your Spouse Spends Money? Maybe Less Than You Think," *The Conversation*.
Rick, Scott (2024), "Why Do We Tend to Marry Our Fiscal Opposite?" *The Daily Mail*.
Rick, Scott (2023), "Why Gift-Giving Makes You Anxious," *TIME*.
Rick, Scott (2013-), "Retail Therapy" blog, *Psychology Today*.

SELECTED BOOK CHAPTERS

Rick, Scott (2014), "Tightwads, Spendthrifts, and the Pain of Paying: New Insights and Open Questions," in *The Interdisciplinary Science of Consumption*, ed. S. Preston, M. Kringelbach, and B. Knutson, MIT Press, 147-161.

Rick, Scott and George Loewenstein (2008), "The Role of Emotion in Economic Behavior," in *The Handbook of Emotion, Third Edition*, ed. M. Lewis, J. Haviland-Jones, and L. Feldman-Barrett, New York, NY: Guilford, 138-156.

SELECTED WORK IN PROGRESS

The Experience of Living with a Prenup

The Compromise Effect in Parent-Child Conversations (with Margaret Echelbarger and Susan Gelman)

Asking for Gifts in Relationships

Interpreting Gifts from Tightwads and Spendthrifts (with Celeste Yi)

Extraversion Penalties (with Patricia Torres)

Divorce and Future-Self Continuity (with Jiaqi Zhu)

Estate Planning (with Jamie Lee and Carolyn Yoon)

Valuation Over Time (with Selina Wang)

INVITED TALKS

Consumer Financial Decision Making Workshop (Keynote), Paris, scheduled for March 2027

The Family Center of Grosse Pointe and Harper Woods, January 2026
Museo del Risparmio Webinar, February 2025
Ann Arbor District Library, September 2024
Great Lakes Prospect Development Forum, June 2024
BlackRock UK Webinar, May 2024
Association for Psychological Science, Science for Society Webinar, February 2024
Family Action Network, January 2024
Literati Bookstore, January 2024
Australian Behavioral Science Meetup, September 2023
Canvas8 Webinar, September 2022
Rock Ventures Family of Companies Marketing Summit, August 2019
CFP Board Center for Financial Planning, Academic Colloquium (Keynote), February 2019
FCAC Research Symposium on Financial Literacy, University of Toronto, November 2018
University of Minnesota, Carlson School of Management (Marketing), September 2018
MRM//McCann Detroit Innovation Day, August 2018
UCLA Marketing Camp, April 2018
Queen's University, Smith School of Business (Marketing), April 2018
Columbia University Marketing Camp, May 2017
University of Notre Dame, Mendoza College of Business (Marketing), May 2017
Johns Hopkins University, Carey Business School (Marketing), March 2017
Tenth Triennial Invitational Choice Symposium, Lake Louise, May 2016
Inside Blue, University of Michigan Development, December 2015
NIH/NIA Conference on Mixed Emotions, University of Michigan, October 2015
#ROSSTALKS, New York City, September 2015
MSCM Corporate Advisory Council Meeting, Ross School of Business, September 2015
Harvard University, Harvard Business School (NOM), May 2015
Dartmouth College, Tuck School of Business (Marketing), May 2015
University of Michigan, Social, Behavioral, and Experimental Economics, March 2015
University of Michigan, Decision Consortium, March 2015
Judgment and Decision-Making Winter Symposium, Snowbird, Utah, January 2015
Association for Consumer Research Doctoral Symposium, October 2014
Washington University in St. Louis, Olin Business School (Marketing), March 2014
Consumer Financial Protection Bureau, Office of Research, Washington DC, April 2013
University of Pennsylvania, Wharton (OPIM), January 2013
University of Chicago, Booth School of Business (Marketing), February 2012
University of Michigan, Research Center for Group Dynamics, March 2011
University of Michigan, Ross School of Business (Hosmer Lunch), January 2011
University Commons of Ann Arbor, 5 O'clock Talk, February 2010
Association for Consumer Research Doctoral Symposium, October 2009
University of Michigan, Decision Consortium, October 2009
University of Michigan, Summer Workshop on Decision Neuroscience, August 2009
Carnegie Mellon University, Tepper School of Business (Marketing), November 2008
Cornell University, Johnson Graduate School of Management (Marketing), November 2008
Massachusetts Institute of Technology, Sloan (Marketing), November 2008
University of Michigan, Ross School of Business (Marketing), November 2008
University of Texas at San Antonio, College of Business (Marketing), October 2008

University of Pennsylvania, Wharton (Marketing), October 2008
Ohio State University, Fisher College of Business (Marketing), October 2008
University of Western Ontario, Ivey School of Business (Marketing), October 2008
University of Houston, Bauer College of Business (Marketing), September 2008
University of Pennsylvania, Wharton (Decision Processes), September 2007
University of Zurich, Institute for Empirical Research in Economics, March 2007

PROJECTS PRESENTED AT RECENT CONFERENCES

2027 "The Compromise Effect in Parent-Child Conversations," SCP (scheduled)
2026 "The Experience of Living with a Prenup," SJDM
2026 "The Experience of Living with a Prenup," ACR
2026 "A Co-Branding Conundrum," ACR
2026 "The Experience of Living with a Prenup," Boulder Summer Conference on Consumer Financial Decision Making
2026 "A Co-Branding Conundrum," BDRM
2026 "The Experience of Living with a Prenup," SPSP
2024 "A Co-Branding Conundrum," SCP
2024 "A Co-Branding Conundrum," SJDM
2024 "Misunderstanding our Ability to Separate Art from the Artist," ACR
2024 "Parent/Child Conversations about Money," SCP
2024 "Parent/Child Conversations about Money," Cognitive Development Society
2023 "Parent/Child Conversations about Money," SJDM
2023 "Subjective Knowledge Differences within Couples," *JACR* Webinar
2023 "Common Cents," Behavioral Science and Policy Association

TEACHING EXPERIENCE

Consumer Behavior (MBA and OMBA), Ross
Behavioral Decision Making (Executive MBA), Ross
Marketing Management (BBA), Ross
Consumer Judgment and Decision-Making (PhD), Ross
Multidisciplinary Action Projects – Primary Research Consultant (OMBA and EMBA), Ross
Negotiation (Undergraduate), Wharton

- My teaching has been featured in *Poets & Quants*: May 2025, December 2025

EDITORIAL POSITIONS

Associate Editor, Journal of Consumer Psychology (2026-)
Associate Editor, Journal of Behavioral Decision Making (2026-)
Associate Editor, Financial Planning Review (2018-2023)
Editorial Review Board, Journal of Marketing Research (2014-2026)
Editorial Review Board, Journal of Consumer Psychology (2019-2026)
Editorial Review Board, Journal of Consumer Research (2015-2020)

Editorial Review Board, Journal of Behavioral Decision Making (2021-2026)
Editorial Review Board, Organizational Behavior and Human Decision Processes (2013-2015)
Editorial Review Board, Journal of Neuroscience, Psychology, and Economics (2008-2011)

AD HOC REVIEWER

Flagship journals and grant agencies: American Economic Review, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Finance, Journal of Marketing, Journal of Marketing Research, Journal of Personality and Social Psychology, Management Science, Marketing Science, National Science Foundation, Organization Science, Organizational Behavior and Human Decision Processes, PNAS, Psychological Science, Review of Financial Studies

Specialized journals, conferences, and agencies: Economic Journal, European Economic Review, Experimental Economics, Frontiers in Decision Neuroscience, Games and Economic Behavior, Group Dynamics: Theory, Research, and Practice, Israel Science Foundation, Journal of the Academy of Marketing Science, Journal of the Association for Consumer Research, Journal of Behavioral Decision Making, Journal of Behavioral and Experimental Economics, Journal of Business Research, Journal of Economic Behavior and Organization, Journal of Economic Psychology, Journal of Environmental Economics and Management, Journal of Experimental Social Psychology, Journal of Marketing Behavior, Journal of Neuroscience, Psychology, and Economics, Journal of Public Policy and Marketing, Judgment and Decision Making, Marketing Letters, Medical Decision Making, MSI Clayton Dissertation Proposal Competition, Organizational Research Methods, Personality and Social Psychology Bulletin, PLoS ONE, Psychology, Public Policy, and Law, Quarterly Journal of Experimental Psychology, Review of Behavioral Economics, Routledge, SCP Dissertation Proposal Competition, Sheth/ACR Dissertation Grant Competition, Social Cognition, Social Psychological and Personality Science, Social Sciences and Humanities Research Council of Canada, Time-Sharing Experiments for the Social Sciences, Transformative Consumer Research for Personal and Collective Well-Being

SERVICE TO THE FIELD

Co-Chair, Interdisciplinary Science of Consumption 2012 Meeting, University of Michigan
Park Young Contributor Award Selection Committee, 2016 SCP Winter Conference
Faculty Fellow, ACR Doctoral Symposium, 2009, 2014
Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, 2013
Program Committee, BDRM Conference, 2010, 2012, 2014, 2016
Program Committee, SCP Winter Conference, 2016, 2017, 2018, 2022, 2023
Program Committee, SCP International Conference, 2012, 2015
Program Committee, ACR North American Conference, 2015
Competitive Paper Review Board, ACR North American Conference, 2013
Mentor, The Tenure Project Conference, 2025
Tenure letter-writer for multiple universities

STUDENT ADVISING

Dissertation Chair, Jenny Olson (UM Marketing), 2015
Dissertation Chair, Beatriz Pereira (UM Marketing), 2014
Dissertation Co-Chair, Tiffany Vu (UM Marketing), 2019
Dissertation Committee Member, Celeste Yi (UM Marketing), 2027
Dissertation Committee Member, Chengyao Sun (WashU Olin Marketing), 2024
Dissertation Committee Member, Yeo Jung Seo (UM Kinesiology)
Dissertation Committee Member, Madeline Ong (UM Management and Organizations), 2016
Dissertation Committee Member, Ruth Beer (UM Technology and Operations), 2015
Dissertation Committee Member, Brian Vickers (UM Psychology), 2015
Dissertation Committee Member, Jonathon Schuldt (UM Psychology), 2011
Dissertation Committee Member, Margaret Echelbarger (UM Psychology), 2018
Dissertation Committee Member, Tingting Liu (UM Psychology), 2020
Dissertation Committee Member, Suzanne Rath (Queen's University Marketing), 2019
Master's Thesis Reader, Chris Cannon (UM Psychology), 2014
Honors Thesis Reader, Ipek Demirdag (UM Psychology), 2016
Honors Thesis Reader, Robert Hsu (UM Psychology), 2022

KEY SERVICE ROLES AT ROSS

Faculty Director, Empower and Thrive Initiative, 2024
PhD Coordinator, Marketing Area, 2018-2023
Chair, Identity and Diversity in Organizations (IDO) Milestone Task Force, 2020-2021
Chair, Marketing Assistant Professor Hiring Committee, 2025
Chair, Marketing Advanced Assistant Professor Hiring Committee, 2016-2017
BBA Marketing Core Course Coordinator, Fall 2010-2014, 2017-2021, 2024-2026

OTHER SERVICE ROLES AT ROSS

Member, Community Values Committee, 2021-2023
Member, Business Minor Task Force, 2023-2024
Member, Community, Culture, and Belonging Committee, 2025-
Member, Diversity, Equity, and Inclusion Committee, 2020-2022, 2023-2025
Member, Ross Faculty Council for Specialty Programs, 2018-2019
Organizer, Hosmer-Hall Interdisciplinary Research Luncheons, 2016-2017
Marketing Area PhD Committee Member, 2011-2018
Marketing Seminar Coordinator (External Speakers), 2013-2015
Marketing Faculty Recruiting Committee Member, 2012
Journal Evaluation Committee Member, Marketing Area, 2012, 2013
Faculty Representative, Haring Symposium, 2013, 2023
Clinical/LEO Renewal Committee Member, 2013, 2019, 2020, 2021, 2022, 2024, 2025
Student Awards Committee Member, 2010-2011, 2015, 2023

CO-CURRICULAR INVOLVEMENT

Advisor to Data Insights & Analytics Group / Data Analytics Consulting Club teams, 2019, 2020
Faculty Advisor to a Knight-Wallace Fellow (Candice Choi, Associated Press), 2017-2018
Reviewer, DEI Case Writing Competition, William Davidson Institute, 2022
Speaker/moderator/panelist/judge: UM Bicentennial Feast of Ideas, Positive Business Conference, Super Bowl Case Competition, Clorox / Michigan Marketing Club Case Competition, Ross MBA Council's "Extra Credit" event, Michigan Ross Executive Education Webinar, BBA Marketing Club, BBA Orientation, Ross Summer Connection, Ross Marketing Symposium, Ross Impact Challenge, Ross 430 Interview, Undergraduate Research Opportunity Program, "The Financially Savvy Student" course, DEBTx Conference, Colloquium on Cognitive Science

ADDITIONAL AFFILIATIONS

2021–	Faculty Associate, Center for Positive Organizations, Ross School of Business
2018–	Faculty Affiliate, Center on Finance, Law, and Policy, University of Michigan
2011–	Associate, *Behavioral and Brain Sciences*
2008–2009	Faculty Affiliate, LDI Center for Health Incentives and Behavioral Economics, University of Pennsylvania

CONSULTING WORK

DTE Energy, Behavioralize, Zeus Jones

SELECTED MEDIA COMMENTARY

New York Times and Wall Street Journal
"To Have and to Hold, and to Manage the Money," ***New York Times***, 2025
"How to Talk to Children About Money in These Uncertain Times," ***New York Times***, 2025
"For Your Broken Heart, Consider a Breakup Budget," ***New York Times***, 2023
"On the Fence about a Spending Decision? Try the 0.01% Rule," ***Wall Street Journal***, 2025
"How Many Savings Accounts Should I Have?" ***Wall Street Journal***, 2024
"The Surprising Effect Friends Have on Our Finances," ***Wall Street Journal***, 2024
"Loud Budgeting Started as a Joke. It May Actually Work," ***Wall Street Journal***, 2024
"Trick Your Brain Into Being Better With Money," ***Wall Street Journal***, 2023
"Shopping Tips From Economists That Will Save You Money," ***Wall Street Journal***, 2023
"Couples Embrace the Least Romantic Date Ever: The Money Date," ***Wall Street Journal***, 2023
"A Cosmetics Brand Defies Inflation with its $3 Lipstick," ***Wall Street Journal***, 2022
"Why Work When You Can Play?" ***Wall Street Journal***, 2022
"How to Adjust Your Brain for 8.5% Inflation," ***Wall Street Journal***, 2022

Other Major Outlets

"Meet a 38-year-old father rejecting a Trump account for his daughter," ***Fortune***, 2026
"These 'dopamine sites' deliver the thrill of shopping without the cost," ***Washington Post***, 2026
"Until Amex Platinum do us part," ***Business Insider***, 2026
"Why Gas Prices Affect How People See the Economy," ***Marketplace***, 2026
"How to figure out your finances after a breakup," ***Vox***, 2026
"Spending Your Money Has Never Been Easier," ***Business Insider***, 2026
"Dollar Signs" column, ***MarketWatch***, 2025
"Click to Cancel" will help us manage money, if it doesn't get canceled," ***Salon***, 2025
"The Latest Shopping Trend? Not Shopping," ***CNN***, 2024
"Gen Z knows it has a debt problem and it's getting help," ***MarketWatch***, 2024
"How Couples Can Share the Mental Load of Money Management," ***Washington Post***, 2024
"Why is $4 a psychological tipping point for gasoline prices?" ***Marketplace***, 2022
"What happens in your brain when you give a gift," **American Psychological Association**, 2022
"Inflation changed the meaning of a $100K salary," ***Axios***, 2022
Interviewed on the **American Psychological Association** *Speaking of Psychology* podcast, 2022
"Honey, I Shrunk the Supermarket!" ***MarketWatch***, 2021
"The psychological difference between spenders and savers," ***CNBC***, 2020
"A 'rocket ship' of an economic recovery? Don't count on it," ***Los Angeles Times***, 2020
"Why Does Spending Money Feel So Good?" ***Gizmodo***, 2020
"The psychological reason you get sucked into Black Friday sales," ***CNBC***, 2019
"Enough with all the extra fees," ***Los Angeles Times***, 2019
"Millennial Money: Use post-holiday sales to treat yourself," ***Associated Press***, 2019
"Is Obamacare Just Bad Branding?" ***The Atlantic***, 2017
"Spending too much money (or too little) can cause different kinds of pain," ***MarketWatch***, 2017
Profiled in a **National Academy of Sciences** Sackler Colloquium video, 2017
"Will grieving Clinton supporters spend more this holiday season?" ***Chicago Tribune***, 2016
"What we think about when we think about gas prices," ***Marketplace***, 2016
"What Happens When You're Addicted to Overspending?" ***Marie Claire***, 2016
"The Neurological Pleasures of Fast Fashion," ***The Atlantic***, 2015
"How the Holstee manifesto became the new Just Do It," ***Washington Post***, 2011
Interviewed on a **National Science Foundation** webcast, 2010
Profiled in 2007 ***Science*** article on "Neuromarketing Careers," 316 (5827), 1060-1061