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EDUCATION

Ph.D., Marketing	University of Texas at Austin, Austin, TX	1990
MBA, Finance	Indiana University, Bloomington, IN	1982
BS, Mech. Eng.	General Motors Institute, Flint, MI	1979

ACADEMIC POSITIONS

2008-Present	Associate Dean for Research and Faculty University of Pittsburgh, Pittsburgh, PA
2003-Present	Albert Wesley Frey Professor of Marketing University of Pittsburgh, Pittsburgh, PA
2000-2003	Thomas Marshall Professor of Marketing University of Pittsburgh, Pittsburgh, PA
1998-2000	Associate Professor of Marketing University of Wisconsin-Madison, Madison, WI
1994-1998	Assistant Professor of Marketing University of Wisconsin-Madison, Madison, WI
1991-1994	Assistant Professor of Marketing University of Southern California, Los Angeles, CA

PROFESSIONAL EXPERIENCE

1982-88	Texas Instruments, Inc. - Dallas, TX
1979-81	General Motors Corporation - Indianapolis, IN

EDITORIAL BOARDS

<i>Journal of Marketing Research</i>	1999-Present
Associate Editor	2006-
<i>Journal of Consumer Research</i>	1999-Present
<i>Journal of Marketing</i>	2000-Present
<i>Marketing Science</i>	2003-Present
<i>Journal of Retailing</i>	1999-Present
<i>Journal of Consumer Psychology</i>	2005-Present
<i>Intl Journal of Research in Mktg</i>	2006-Present
Associate Editor	2006-
<i>Review of Marketing Research</i>	2006-Present

HONORS AND AWARDS

ISMS Practice Prize Competition Finalist	2004
AMA Marketing Communications SIG award for best marketing communications article written in 1998	2004
<i>Journal of Consumer Research</i> Best Reviewer Award	2004
<i>Journal of Marketing</i> Best Reviewer Award	2003, 2005
AMA/Sheth Ph.D. Consortium Faculty Representative	1999, 2001-2, 2005-6, 2008
Katz Excellence in Teaching Award	2003
Distinguished Professor Award, University of Pittsburgh	2001
UW University-Industry Relations Grant	1999
UW System Applied Research Grant	1999
Named as a top UW professor in <i>Business Week</i>	1998
MSI Doctoral Proposal Award	1990
State Farm Dissertation Competition Award	1990
AMA Ph.D. Consortium Student Representative	1990

PUBLICATIONS IN SCHOLARLY JOURNALS

Tansev Geylani, J. Jeffrey Inman, and Frenkel ter Hofstede (2008), "Image Reinforcement or Impairment: The Effects of Co-Branding on Attribute Uncertainty," *Marketing Science*, in press.

Gergana Yordanova, J. Jeffrey Inman, and John Hulland (2008), "Expectations about the Future: Elaboration of Potential Outcomes as a Determinant of Self-Regulation," *Journal of Consumer Research*, in press.

Xin He, J. Jeffrey Inman, and Vikas Mittal (2008), "Gender Jeopardy: The Effects of Issue Capability and Gender in Risk Taking," *Journal of Marketing Research*, in press.

J. Jeffrey Inman, Joonwook Park, and Ashish Sinha (2008), "A Dynamic Choice Map Approach to Modeling Attribute-Level Varied Behavior Among Stockkeeping Units," *Journal of Marketing Research*, 45 (February), 94-103.

- Andrea Maier, Zata Vickers, and J. Jeffrey Inman (2007), "Sensory-Specific Satiety. Its Crossovers, and Subsequent Choice of Potato Chip Flavors," *Appetite*, 49 (2), 419-428.
- J. Jeffrey Inman (2007), "Regret Regulation: Disentangling Self-Reproach from Learning," *Journal of Consumer Psychology* 17 (1), 19-24.
- Nitika Garg, Brian Wansink, and J. Jeffrey Inman (2007), "The Influence of Incidental Affect on Consumers' Food Intake," *Journal of Marketing*, 71 (January), 194-206.
- Adwait Khare and J. Jeffrey Inman (2006), "Habitual Behavior In American Eating Patterns: The Role of Meal Occasions," *Journal of Consumer Research*, 32 (March), 567-575.
- Ashish Sinha, J. Jeffrey Inman, Joonwook Park, and Yantao Wang (2005), "Attribute Drivers: A Factor Analytic Choice Map Approach for Understanding Choices Among SKUs," *Marketing Science*, 24 (Summer), 351-359.
- Nitika Garg, J. Jeffrey Inman, and Vikas Mittal (2005), "Incidental and Task-Related Affect: A Re-Inquiry and Extension of the Influence of Affect on Choice," *Journal of Consumer Research*, 32 (June), 154-159.
- Rebecca J. Slotegraaf and J. Jeffrey Inman (2004), "Longitudinal Shifts in the Drivers of Perceived Product Quality: The Role of Attribute Resolvability," *Journal of Marketing Research*, 41 (August), 269-280.
- Priya Raghubir, J. Jeffrey Inman, and Hans Grande (2004), "The Three Faces of Price Promotions," *California Management Review*, 46 (Summer), 23-42.
- J. Jeffrey Inman, Venkatesh Shankar, and Rosellina Ferraro (2004), "The Roles of Channel-Category Associations and Geodemographics in Channel Patronage" *Journal of Marketing*, 68 (April), 51-71.
- Kirk L. Wakefield and J. Jeffrey Inman (2003), "Situational Price Sensitivity: The Role of Consumption Occasion, Social Context, and Income," *Journal of Retailing*, 79 (4), 199-212.
- Rebecca J. Slotegraaf, Christine Moorman, and J. Jeffrey Inman (2003), "The Role of Firm Resources in Returns to Market Deployment," *Journal of Marketing Research* 40 (August), 295-309.
- J. Jeffrey Inman and Marcel Zeelenberg (2002), "Regret in Repeat Purchase versus Switching Decisions: The Attenuating Role of Decision Justifiability," *Journal of Consumer Research*, 29 (June), 116-128.
- J. Jeffrey Inman (2001), "The Role of Sensory-Specific Satiety in Attribute-Level Variety Seeking," *Journal of Consumer Research*, 28 (June), 105-120.
- Roland T. Rust, J. Jeffrey Inman, Jianmin Jia and Anthony Zahorik (1999), "What You Don't Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions," *Marketing Science*, 18 (1), 77-92.
- Steven P. Brown, Pamela M. Homer, and J. Jeffrey Inman (1998), "A Meta-Analysis of Relationships Between Ad-Evoked Feelings and Advertising Responses," *Journal of*

Marketing Research, 35 (February), 114-126. Winner of AMA Marketing Communications Special Interest Group award for best marketing communications article published in 1998. Reprinted in *Advertising Research: The Internet, Consumer Behavior, and Strategy* (2000), G. Zinkhan (ed.), 51-74.

- Aric Rindfleisch and J. Jeffrey Inman (1998), "Explaining the Familiarity-Liking Relationship: Mere Exposure, Information Availability, or Social Desirability?" *Marketing Letters*, 9 (February), 5-20.
- J. Jeffrey Inman, James S. Dyer, and Jianmin Jia (1997), "A Generalized Utility Theory Model of Disappointment and Regret Effects on Post-Choice Valuation," *Marketing Science*, 16 (2), 97-111.
- J. Jeffrey Inman, Anil C. Peter, and Priya Raghurir (1997), "Framing the Deal: The Role of Restrictions in Accentuating Deal Value," *Journal of Consumer Research*, 24 (June), 68-79.
- Hans C.M. van Trijp, Wayne D. Hoyer, and J. Jeffrey Inman (1996), "Why Switch?: Product Category-Level Explanations for True Variety Seeking Behavior," *Journal of Marketing Research*, 33 (August), 281-292.
- J. Jeffrey Inman and Leigh McAlister (1994), "Do Coupon Expiration Dates Affect Consumer Behavior?" *Journal of Marketing Research*, 31 (August), 423-428.
- Russell S. Winer, Randy E. Bucklin, John Deighton, Tulin Erdem, Peter S. Fader, J. Jeffrey Inman, H. Katahira, Kay Lemon, and Andrew Mitchell (1994), "When Worlds Collide: The Implications of Panel Data-Based Models for Consumer Behavior," *Marketing Letters*, 5 (July), 383-394.
- J. Jeffrey Inman and Leigh McAlister (1993), "A Retailer Promotion Policy Model Considering Promotion Signal Sensitivity," *Marketing Science*, 12 (Fall), 339-356.
- Kirk L. Wakefield and J. Jeffrey Inman (1993), "Who are the Price Vigilantes? An Investigation of Differentiating Characteristics Influencing Price Information Processing," *Journal of Retailing*, 69 (Summer), 216-233.
- Scott Davis, J. Jeffrey Inman, and Leigh McAlister (1992), "Promotion Has a Negative Effect on Brand Evaluations - Or Does It? Additional Disconfirming Evidence," *Journal of Marketing Research*, 21 (February), 143-148.
- J. Jeffrey Inman, Leigh McAlister, and Wayne D. Hoyer (1990), "Promotion Signal: Proxy for a Price Cut?" *Journal of Consumer Research*, 17 (June), 74-81.

MSI REPORTS

- J. Jeffrey Inman, Venkatesh Shankar, and Rosellina Ferraro (2002), "You Are Where You Shop: An Examination of Product Category-Channel Associations and the Drivers Cross-Channel Variation in Shopping Behavior," Marketing Science Institute: Cambridge, MA.
- J. Jeffrey Inman and Russell S. Winer (1998), "Where the Rubber Meets the Road: A Model of In-Store Consumer Decision Making," Marketing Science Institute Report 98-122. Marketing

Science Institute: Cambridge, MA. Highlighted on the April 15, 1999 front page of the *Wall Street Journal* and on NPR's *All Things Considered*.

J. Jeffrey Inman and Leigh McAlister (1992), "A Model Incorporating Promotion Signal Sensitivity for Prescribing Retailer Promotion Policy," Marketing Science Institute Technical Working Paper 92-107. Marketing Science Institute: Cambridge, MA.

Scott Davis, J. Jeffrey Inman, and Leigh McAlister (1992), "Promotion Has a Negative Effect on Brand Evaluations - Or Does It? Additional Disconfirming Evidence," Marketing Science Institute Special Report 92-105. Marketing Science Institute: Cambridge, MA.

BOOK CHAPTERS

Zeelenberg, Marcel, J. Jeffrey Inman, and Rik G.M. Pieters (2000). "What We Do When Decisions Go Awry: Behavioral Consequences of Experienced Regret," J. Baron, G. Loomes, & E. Weber (Eds.). *Trade-offs in Decision Making: Honouring the Memory of Jane Beattie*. Cambridge, MA: Cambridge University Press.

WORKING PAPERS

J. Jeffrey Inman, Russell S. Winer, and Rosellina Ferraro, "In-Store Decision Making: The Role of Category-Level and Shopping Trip-Level Factors," revising for third round at *Journal of Marketing*.

Gergana Yordanova, J. Jeffrey Inman, John Hulland, Maureen Morrin, "Moderators of Descriptive Variance Effects in Investment Decisions," under second review at *Journal of Marketing Research*.

Adwait Khare and J. Jeffrey Inman, "Daily, Weekly, and Holiday Patterns in Consumers' Caloric Intake," under review at *Journal of Public Policy and Marketing*.

Karen M. Stille, J. Jeffrey Inman and Kirk L. Wakefield, "Planning to Make Unplanned Purchases? The Role of Discretionary Budgets in In-Store Decision Making," revision invited at *Journal of Consumer Research*.

Maureen Morrin, J. Jeffrey Inman, and Susan Broniarczyk, "Decomposing the 1/n Heuristic: The Moderating Effects of Fund Assortment Size," revision invited at *Journal of Marketing*.

Sameer Mathur and J. Jeffrey Inman, "How Do Purchase Behavior and Seller Strategy Differ During the Holidays?" finalizing for submission to *Management Science*.

Ryan J. Luchs, J. Jeffrey Inman, and Venkatesh Shankar, "Channel Blurring: A Study of Cross-Format Shopping Among U.S. Households," finalizing for submission to *Journal of Marketing Research*.

Ryan J. Luchs and J. Jeffrey Inman, "Issues in Selection Between Asymmetric and Interaction Models," finalizing for submission to *Journal of Marketing Research*.

Jaap Boter, J. Jeffrey Inman, and Michel Wedel, "Sensory Modality Dominance and its Influence on Choice Behavior for Hedonic Products," finalizing for submission to *Journal of Marketing Research*.

WORK IN PROGRESS

Karen M. Stille, J. Jeffrey Inman and Kirk L. Wakefield, "Planning on the Fly: Mental Budgets, Promotions, and Spending Behavior," finalizing for submission to *Journal of Marketing*.

J. Jeffrey Inman and Adwait Khare, "The Interplay Between Food Groups and Demographics in Consumers' Daily Caloric Intake," analysis in process. Targeted at *Journal of Marketing Research*.

Vikas Mittal and J. Jeffrey Inman, "The Road to Retention: Complexities and Contingencies in the Satisfaction-Retention Link," writing in process. Targeted at *Journal of Marketing*.

Ryan J. Luchs, J. Jeffrey Inman, and Baohong Sun, "Dynamics of Consumer Channel Choice," model configuration in process. Targeted at *Marketing Science*.

Gergana Yordanova and J. Jeffrey Inman, "The Interplay of Mindsets and Goal Hierarchy in Consumer Goal Pursuit and Choice," data collection in process. Targeted at *Journal of Consumer Research*.

Kalpesh Desai, J. Jeffrey Inman, and Debu Talukdar, "Attitudinal Commitment and Behavioral Loyalty: A Field Examination," analysis in process. Targeted at *Marketing Science*.

J. Jeffrey Inman and Vikas Mittal, "Long-term Quality vs. Delivered Quality: A Hedonic Pricing Model Approach," data collection in process. Targeted at *Marketing Science*.

DISSERTATIONS CHAIRED

<u>Student Name</u>	<u>Year</u>	<u>Placement</u>
Gergana Yordanova	2005	Boston College
Rama Subramaniam (co-chaired with Esther Gal-Or)	2004	University of Kansas
Nitika Garg	2003	University of Mississippi
Xin He (co-chaired with Vikas Mittal)	2003	University of Central Florida
Adwait Khare	2002	University of Houston

PROFESSIONAL SERVICE

Boards and Committees

Policy Board: *Journal of Consumer Research* (1998-2007)

 President (2005-2007)

 Vice-president (2000-2004)

Advisory Board: *Association for Consumer Research* (2004-2006)

Publications Committee: *Association for Consumer Research* (2000-2007)

O'Dell Award Committee: *Journal of Marketing Research* (2000, 2004)

Ferber Award Committee: *Journal of Consumer Research* (2002)

Conference Chair/Track Chair

2009 ACR Conference Co-Chair

2006 INFORMS Marketing Science Conference Co-Chair

2005 AMA Winter Educators' Conference Consumer Behavior Track Chair

2001 Association for Consumer Research Ph.D. Symposium Co-Chair

2000 SCP Conference Co-Chair

1999 AMA Summer Educators' Conference Track Chair

MEMBERSHIPS

Association for Consumer Research
American Marketing Association
INFORMS
American Economic Association
Society for Consumer Psychology
Beta Gamma Sigma

COURSES TAUGHT

Category Management (MBA)
Marketing Management (MBA Core)
Consumer Behavior (PhD)
Data-Based Marketing Insights (MBA)
Marketing Research (MBA, BBA)
Marketing Strategy (MBA)
Analysis of Commercial Databases (MBA)
Data Analysis for Managers (MBA)

EXPERT WITNESS EXPERIENCE

2005 FLOORgraphics Inc.
2003 Quarra Stone Co, LLC
1996 Sallmetall BV
1995 3M Corporation

INVITED PRESENTATIONS

2008 UC-Berkeley
Notre Dame
Boston College
2007 Tilburg University
INSEAD
Arizona State University
Indiana University
2006 University of British Columbia
Rutgers University – Camden
Georgetown University
Penn State
2005 Washington University at St. Louis
Columbia University
University of Colorado
2004 Cornell University
SUNY-Buffalo
University of Houston
2003 University of Washington
2002 Baylor University
2001 University of Western Ontario
The Ohio State University
Carnegie Mellon University
University of Minnesota
2000 The Wharton School
University of Virginia
1999 University of Pittsburgh
University of Texas
Vanderbilt University
1997 University of Chicago
University of Illinois
1996 Dartmouth College
1993 University of Wisconsin
Vanderbilt University
University of Florida
Southern Methodist University
University of Texas at Dallas
1992 University of Pittsburgh
Duke University