

Thomas Kramer
Curriculum Vitae, April 2023

School of Business; University of California, Riverside
900 University Avenue; Riverside, CA 92521
Email: thomas.kramer@ucr.edu

Education:

PhD, Stanford University, Graduate School of Business, 2003
Marketing
Minor in Psychology
MBA, Baruch College, CUNY, 1998
International Business
BBA, Baruch College, CUNY, 1995
International Marketing

Academic Positions:

University of California, Riverside; Associate Dean, Undergraduate Programs; 2019 – present
University of California, Riverside; Professor; 2018 – present
University of California, Riverside; Associate Professor; 2015 – 2018
University of South Carolina; Associate Professor; 2010 – 2015
Baruch College, CUNY; Associate Professor; 2009 – 2010
Baruch College, CUNY; Assistant Professor; 2003 – 2009

Journal Publications:

- Kulow, Katina, Thomas Kramer, and Kara Bentley (2021), “Lady Luck: Anthropomorphized Luck Creates Perceptions of Risk-Sharing and Drives Pursuit of Risky Alternatives,” *Journal of the Association for Consumer Research*, 6(3), 383-393.
- Wang, Xuehua, Yixia Sun, and Thomas Kramer (2021), “Ritualistic Behavior Decreases Loneliness by Increasing Meaning,” *Journal of Marketing Research*, 58(2), 282-298.
- Hadi, Rhonda, Diogo Hildebrand, Dan Rubin, and Thomas Kramer (2021), “Flavor Fatigue: Cognitive Depletion Influences Consumer Enjoyment of Complex Flavors,” *Journal of Consumer Psychology*, 31(1), 103-111.
- Lauren Block, Jennifer Argo, and Thomas Kramer (2021), “The Science of Consumer Psychology,” editorial, *Journal of Consumer Psychology*, 31(1), 3-5.
- Hardin, Dustin, Diogo Hildebrand, Thomas Kramer, and Jannine Lasaleta (2019), “The Impact of Acquisition Mode on Expected Speed of Product Mastery and Subsequent Consumer Behavior,” *Journal of Consumer Research*, 46(1), 140-158.

Journal Publications (continued):

- Chung, Sorim, Thomas Kramer, and Elaine Wong (2018), "Do Touch-Screen Users Feel More Engaged? The Impact of Input Device Type on Online Shoppers' Engagement and Purchase Decisions," *Psychology & Marketing*, 35, 795-806.
- Yucel-Aybat, Ozge and Thomas Kramer (2018), "The Impact of Competitiveness on Schadenfreude and Subsequent Consumer Responses to Comparative Ads," *Journal of Advertising*, 47(2), 198-212.
- Aggarwal, Pankaj, Lauren Block, Thomas Kramer, and Ann McGill (2018), "The Science of Extraordinary Beliefs: An Introduction to This Issue," editorial, *Journal of the Association for Consumer Research*, 3(4), 451-453.
- Yucel-Aybat, Ozge and Thomas Kramer (2017), "Comparative Advertisements and Schadenfreude: When and Why Others' Calamitous Choices Make Us Happy," *Marketing Letters*, 28(4), 579-589.
- Irmak, Caglar, Thomas Kramer, and Sankar Sen (2017), "Choice Under Incomplete Information on Incumbents: Why Consumers with Stronger Preferences Are More Likely to Abandon Their Prior Choices," *Journal of Consumer Psychology*, 27(2), 264-269.
- Mukherjee, Sayantani, Thomas Kramer, and Katina Kulow (2017), "The Effect of Spicy Gustatory Cues on Variety-Seeking," *Psychology & Marketing*, 34(8), 786-794.
- Kulow, Katina and Thomas Kramer (2016), "In Pursuit of Good Karma: When Charitable Appeals to Do Right Go Wrong," *Journal of Consumer Research*, 43(2), 334-353.
- DeMotta, Yoshiko, Mike Chen, and Thomas Kramer (2016), "The Effect of Dialectical Thinking on the Integration of Contradictory Information," *Journal of Consumer Psychology*, 26(1), 40-52.
- Kim, Hyeong-Min and Thomas Kramer (2015), "Do Materialists Want to Be Masters of Brands? The Interactive Effect of Anthropomorphized Brand Roles and Materialism on Consumer Responses," *Journal of Consumer Research*, 42(2), 284-299.
- Kramer, Thomas and Lauren Block (2014), "Like Mike: Ability Contagion through Touched Objects Increases Confidence and Improves Performance," *Organizational Behavior and Human Decision Processes*, 124(2), 215-228.
- Kim, Hyeong-Min, Katina Kulow, and Thomas Kramer (2014), "The Interactive Effect of Beliefs in Malleable Fate and Fateful Predictions on Choice," *Journal of Consumer Research*, 40(6), 1139-1148.
- Simonson, Itamar, James R. Bettman, Thomas Kramer, and John W. Payne (2013), "Directions for Judgment and Decision-Making Research Based on Comparison Selection: Reply to Arkes, Johnson, and Kardes," *Journal of Consumer Psychology*, 23(1), 161-163.

Journal Publications (continued):

- Simonson, Itamar, James R. Bettman, Thomas Kramer, and John W. Payne (2013), "Comparison Attraction: A Preview of Another Approach for the Study of Consumer Judgment and Choice," *Journal of Consumer Psychology*, 23(1), 137-149.
- Kramer, Thomas, Caglar Irmak, Lauren Block, and Veronika Ilyuk (2012), "The Effect of a No-Pain, No-Gain Lay Theory on Product Efficacy Perceptions," *Marketing Letters*, 23(3), 517-529.
- Kramer, Thomas, Michal Maimaran, and Itamar Simonson (2012), "The Asymmetric Impact of Option Type in Choice Defense and Criticism," *Organizational Behavior and Human Decision Processes*, 117, 179-191.
- Kramer, Thomas, Ozge Yucel, and Loraine Lau-Gesk (2011), "The Effect of Schadenfreude on Choice of Conventional versus Unconventional Options," *Organizational Behavior and Human Decision Processes*, 116, 140-147.
- Wilcox, Keith, Thomas Kramer, and Sankar Sen (2011), "Indulgence or Self-Control: A Dual Process Model of the Effect of Incidental Pride on Indulgent Choice," *Journal of Consumer Research*, 38(1), 151-163.
- Kramer, Thomas and Lauren Block (2011), "Nonconscious Effects of Peculiar Beliefs on Consumer Psychology and Choice," *Journal of Consumer Psychology*, 21(1), 101-111.
- Kramer, Thomas, Loraine Lau, and Chi-yue Chiu (2009), "The Interactive Effects of Duality Expertise and Coping Frames on Responses to Ambivalent Messages," *Journal of Consumer Psychology*, 19(4), 661-672.
- Gould, Stephen and Thomas Kramer (2009), "Applying an Experiential Approach to the Analysis of Separate versus Joint Value Construction Processes," *Journal of Economic Psychology*, 30, 840-858.
- Block, Lauren and Thomas Kramer (2009), "The Effect of Superstitious Beliefs on Performance Expectations," *Journal of the Academy of Marketing Science*, 37(2), 161-169.
- Kramer, Thomas and Ryall Carroll (2009), "The Effect of Incidental Out-of-Stock Options on Preferences," *Marketing Letters*, 20(2), 197-208.
- Kramer, Thomas and Lauren Block (2008), "Conscious and Non-Conscious Components of Superstitious Beliefs in Judgment and Decision-Making," *Journal of Consumer Research*, 36(4), 783-793.
- Chattalas, Michael, Thomas Kramer, and Hirokazu Takada (2008), "The Impact of National Stereotypes on the Country of Origin Effect: A Conceptual Framework and Research Propositions," *International Marketing Review*, 25(1), 54-74.

Journal Publications (continued):

Kramer, Thomas and Song-Oh Yoon (2007), "Approach-Avoidance Motivation and the Use of Affect as Information," *Journal of Consumer Psychology*, 17(2), 128-138.

Kramer, Thomas and Hyeong Min Kim (2007), "Why Coupon Frames Matter: Framing and the Roles of Processing Fluency versus Novelty in Deal Perceptions," *Journal of Product and Brand Management*, 16(2), 142-147.

Kramer, Thomas, Suri Spolter, and Maneesh Thakkar (2007), "The Effect of Cultural Orientation on Consumer Responses to Personalization," *Marketing Science*, 26(2), 246-258.

Kramer, Thomas (2007), "The Effect of Measurement Task Transparency on Preference Construction and Evaluations of Personalized Recommendations," *Journal of Marketing Research*, 44(2), 224-233.

Kim, Hyeong-Min and Thomas Kramer (2006), "Pay 80% versus get 20% off: The Effect of Novel Discount Presentation on Consumers' Deal Evaluations," *Marketing Letters*, 17(4), 311-321.

Kim, Hyeong-Min and Thomas Kramer (2006), "The Moderating Effects of Need for Cognition and Cognitive Effort on Responses to Multi-Dimensional Prices," *Marketing Letters*, 17(3), 193-203.

Simonson, Itamar, Thomas Kramer, and Maia Young (2004), "Effect Propensity," *Organizational Behavior and Human Decision Processes*, 95(2), 156-174.

Book Chapters:

Ilyuk, Veronika, Caglar Irmak, Thomas Kramer, and Lauren Block (2014), "Efficacy Judgments and Adherence: Evidence of Consumer Biases and Heuristics in Pharmaceutical Marketing," in *Innovation and Marketing in Pharmaceutical Industry: Achieving Sustainable Success*, eds. Min Ding, Josh Eliashberg, and Stefan Stremersch, Springer, 315-244.

Work under Review:

Lteif, Lama, Lauren Block, Thomas Kramer, and Mahima Hada, "The Influence of Shared Consumption on Consumers' Judgments of Product Efficacy: The Detrimental Effect of Sharing with Strangers," under 3rd round review at *Journal of Marketing Research*.

Manuscripts in Preparation:

Boman, Laura, Yael Zemack-Rugar, and Thomas Kramer, "The Ironic Impact of Schadenfreude: When the Joy of Inflicting Pain Leads to Increased Prosocial Behavior."

Work in Progress:

Kramer, Thomas, Katina Kulow, and Kara Bentley, "Vicarious Goal Fulfillment and the Detrimental Effect of Support Groups."

Gong, Han, Xuehua Wang, and Thomas Kramer, "Safety in (Irrelevant) Numbers: Sharing a Common Fate Increases Risk Tolerance."

Kulow, Katina, Mina Kwon, Thomas Kramer, and Kirsten Cowan, "When Cause Logos Embodying Diseases Cause Harm to Consumer Responses."

Kramer, Thomas, Katina Kulow, and Kara Bentley, "To Err Does Make You Human: The Effect of Spelling Mistakes on Anthropomorphism and Consumer Responses."

Conference Presentations:

"The Benevolence of Actively Inflicting Misfortune: When and How Schadenfreude Increases Donations," 2022 Association for Consumer Research Conference, Denver.

"Product Sharing Lowers Product Efficacy Experiences and Expectations Through Causal Essence Loss," 2021 China Marketing International Conference keynote speech, virtual.

"Forum on the Research and The Interpersonal Culture of ACR," panelist, 2020 Association of Consumer Research, virtual.

"(Not) Hungry for Something Different: The Effect of Hunger on Uniqueness-Seeking," 2020 Society for Consumer Psychology Conference, Huntington Beach.

"The Effect of Fear of Missing Out on Variety-Seeking Behavior," 2020 Society for Consumer Psychology Conference, Huntington Beach.

"Borrowing Others' Progress: When Does Group Goal Progress Influence Motivation to Pursue Personal Goals?" 2019 Society for Consumer Psychology Conference, Savannah.

"Magical Anchors: Initial Focal Attention Drives the Direction and Content of Essence Transfer," 2018 Association for Consumer Research Conference, Dallas.

"Flavor Fatigue: How Cognitive Depletion Influences Consumer Enjoyment of Complex Flavors," 2018 Association for Consumer Research Conference, Dallas.

Conference Presentations (continued):

“Five-Finger Discounts for the Rejected,” 2017 JAMS Thought Leaders in Marketing Strategy Conference, Amsterdam.

“Mood Repair for a Steal: The Effect of Social Exclusion on Shoplifting Intentions,” 2015 Association for Consumer Research Conference, New Orleans.

“Better the Devil You Don’t Know: Collective Control Power and Social Comparisons,” 2015 Association for Consumer Research Conference, New Orleans.

“All for One and One for All: Individual Vicarious Goal Fulfillment in Group Contexts,” 2015 Association for Consumer Research Conference, New Orleans.

“Five-Finger-Discount for the Rejected: The Interactive Effect of Social Exclusion and Product Type on Shoplifting Behavior,” 2014 Association for Consumer Research Conference, Baltimore.

“In Pursuit of Good Karma: When Charitable Appeals to Do Right Go Wrong,” 2014 Association for Consumer Research Conference, Baltimore.

“Going to Extremes: Dialectical Thinking in the Context of Contradictory Information,” 2014 Association for Consumer Research Conference, Baltimore

“Scarab Beetles among the Sheep and Goats: Some Choices are Just Meant to be Made,” 2013 Association for Consumer Research conference, Chicago.

“For Others’ Benefit Only: The Impact of Individuals’ Beliefs in Karma on Charitable Giving,” 2013 Association for Consumer Research conference, Chicago.

“To Pursue or Not to Pursue: The Impact of Group Identification on Individual Goal Pursuit,” 2013 Association for Consumer Research conference, Chicago.

“Jewelry and Clothing Only, Please! Happiness from Material Object Gifts Greater than Happiness from Experiential Gifts,” 2013 Association for Consumer Research conference, Chicago.

“Can ‘Sharing the Guilt’ License Indulgence?” 2013 Association for Consumer Research Conference, Chicago.

“Exploding Turkeys and Shattered Reporters: Comparative Ads and their Unintended Affective Consequences,” 2012 Association for Consumer Research conference, Vancouver.

“Variety and the Spice of Life: The Effect of Spicy Gustatory Experience on Variety-Seeking,” 2012 Association for Consumer Research conference, Vancouver.

Conference Presentations (continued):

- “Feeling Lucky While Feeling Good: The Relative Impacts of Superstitious Beliefs and Affect on Consumer Judgment and Choice,” 2012 Association for Consumer Research conference, Vancouver.
- “Finding Meaning in Mixed Affective Experiences,” 2012 Association for Consumer Research conference, Vancouver.
- “Variety and the Spice of Life: The Effect of Spicy Gustatory Sensations on Variety-Seeking,” 2012 Society of Consumer Psychology international conference, Florence.
- “Toward Understanding Spiritual Contagion and Essence Transfer in the Marketplace,” 2012 Society of Consumer Psychology international conference, Florence.
- “Finding Meaning in Mixed Affective Experiences,” 2012 Society of Consumer Psychology conference, Las Vegas.
- “Coping with Mixed Emotions: Temporal Arousal, Cognitive Resources, and Reappraisal Likelihood,” 2011 Association for Consumer Research conference, St. Louis.
- “The Effect of Schadenfreude on Choice of Conventional and Unconventional Options,” 2010 Association for Consumer Research conference, Jacksonville.
- “Variety = Inferiority? The Effect of Assortment Variety on Purchase Intentions,” 2010 Association for Consumer Research conference, Jacksonville.
- “The Effect of Cultural Orientation on Responses to Comparative Advertising,” 2010 Association for Consumer Research conference, Jacksonville.
- “Schadenfreude and the Self: The Effect of Self-Construal on Malicious Delight at Other’s Unfortunate Decisions,” 2009 Association for Consumer Research conference, Pittsburgh.
- “Jack of all Trades, Master of None: The Impact of Assortment Inferences on Choice,” 2009 Association for Consumer Research conference, Pittsburgh.
- “The Impact of Thinking Style on Sympathetic Magical Thinking,” 2008 Association for Consumer Research conference, San Francisco.
- “The Effect of Incidental Out-of-Stock Options on Preferences,” 2008 Latin America Association for Consumer Research conference, São Paulo.
- “Competent versus Warm Countries of Origin: The Influence of National Stereotypes on Product Perceptions,” 2008 Latin America Association for Consumer Research conference, São Paulo.

Conference Presentations (continued):

- “Managing Mixed Emotions: The Role of Biculturalism,” 2008 Association of Consumer Research conference, Memphis.
- “No Pain, No Gain: The Use of Negative Cues as Indicators of Health Benefits,” 2008 Association of Consumer Research conference, Memphis.
- “Paraskevidekatriaphobia: The Effect of Superstition on Risk-Taking Behavior,” 2007 European Association for Consumer Research conference, Milan. *Named best competitive paper.*
- “The Effect of Biculturalism on Responses to Mixed Emotional Experiences,” 2007 European Association for Consumer Research conference, Milan.
- “Paraskevidekatriaphobia and Tetrophobia: The Effect of Superstitious Beliefs on Consumer Behavior,” 2007 Society for Consumer Psychology conference, Las Vegas.
- “De Gustibus Non Est Disputandum? The Impact of the Nature of the Chosen Option in Positive and Negative Contexts,” 2006 Association of Consumer Research conference, Orlando.
- “The Effect of Superstitious Beliefs on Consumer Judgments,” 2006 Association of Consumer Research conference, Orlando.
- “Affect as Information: The Moderating Roles of Self-Regulatory Systems and Diagnosticity of Affective Valence,” 2005 Association of Consumer Research conference, San Antonio.
- “Individual Preferences vs. Group Preferences: The Effect of Cultural Orientation on Consumer Receptivity to Customized Offers,” 2005 Association of Consumer Research conference, San Antonio.
- “Don’t Miss Out on This: The Effect of Coupon Frames on Deal Perceptions,” 2004 Fordham University Pricing conference, New York.
- “Exploring Response Amplification,” 2004 Association of Consumer Research conference, Portland.
- “The Effect of Preference Measurement Task Transparency on Consumer Responses to Customized Offers,” 2003 Association of Consumer Research conference, Toronto.

Invited Talks (2015 – present):

Vanderbilt University Marketing Research Camp, April 2023
University of Cincinnati Consumer Behavior Research Camp, March 2023
University of Utah, September 2022
University of Arizona, December 2021 (virtual)
Shanghai Jiaotong University, November 2020 (virtual)
Southern University of Science and Technology (Shenzhen), October 2020 (virtual)
Chapman University, November 2019
Sun Yat-Sen University, July 2019
Chinese University of Hong Kong, May 2019
IESEC, December 2018
Hong Kong Polytechnic University, September 2018
Marketing Camp, UCSD, May 2018
Baruch College, March 2017
Freije Universiteit Amsterdam, October 2016
Koç University, May 2016
University of Grenoble, May 2016

Courses Taught:

Irrational Consumer Behavior (Undergraduate)
Consumer Behavior (Undergraduate, Graduate, PhD)
Global Marketing (Undergraduate, Graduate)
Marketing Management (Graduate)
Marketing Research (Undergraduate, Graduate)

Service to UCR, Department & University:

Member, School of Business Strategic Plan Implementation Committee (2023 – present)
Member, Search Committee for the Associate Vice Chancellor & Campus Controller (2023)
Member, Enrollment Governance Committee (2022 – present)
Panelist, Junior Faculty Workshop Series (2022)
Member, UCR Honors' Student Faculty Panel: Science, Engineering, & Business (2022)
Member, Assessment Advisory Committee (2021 – present)
Member, School of Business Strategic Planning Committee (2021 – 2022)
Member, Student Services Task Force (2020 – present)
Member, UGA Events Steering Committee (2020 – present)
Chair, School of Business PhD Committee (2020 – 2022)
Member, Junior Faculty Workshop (2020)
Member, UCR APRU Virtual Student Exchange Workshop (2020)
Member, Search Committee, School of Business Financial and Administrative Manager (2020)
Member, School of Business New Building Working Group (2019 – present)
Member, Bridging the Gap Between Education and Employment Committee (2019 – present)
Member, Assessment Advisory Council (2019 – present)
Member, Enrollment Management Council (2019 – present)
Member, Course Demand / Availability Workgroup (2019 – present)

Service to UCR, Department & University (continued):

Member, Faculty Search Committee, Marketing Area (2019)
Member, School of Business Scholarship Committee (2019)
Marketing Area PhD Program Coordinator (2018 – 2022)
Member, School of Business Website Advisory Committee (2018 – 2019)
Member, Long Range Development Plan Steering Committee (2018 – 2019)
Chair, Committee on Physical Resources Planning (2018 – 2019)
Member, School of Business Scholarship Committee (2018)
Member, BUS 107 Case Competition (2018)
Speaker, Living the Promise Alumni Event, Anaheim (2018)
Member, Qualifying Exam Committee for Psychology Department student (2018)
Member, Search Committee, Management area (2017 – 2018)
Member, School of Business Scholarship Committee (2017)
Member, Committee on Physical Resources Planning (2016 – 2019)
Member, Search Committee for LP/SOE (2016 – 2018)
Member, School of Business Strategic Planning Committee (2016 – 2017)
Chair, Post-Graduate Programs Committee, School of Business (2015 – 2017)
Member, Executive Committee, School of Business (2015 – 2017)
Chair, Search Committee, Experimental Business Research cluster (2015 – 2017)
Chair, Search Committee, Marketing Area (2015)

Dissertation Chair

Alyssa Wicker (expected 2024)
Jane Park (2021)
Yuanrui Li (2016)
Katina Kulow (2015)

Dissertation Co-Chair

Chris Ling (2017)
Sorim Chung (2016)
Cristobal Barra (2014)
Ozge Yucel-Aybat (2012)
Keith Wilcox (2009)

Doctoral Committee Member

Joseph Yun Jie (2017)
Dustin Harding (2017)
Kara Bentley (2017)
Yasar N. Aksanyar (2016)
Mitch Murdock (2016)
Rafay Siddiqui (2016)
Meredith David (2013)
Marina Carnevale (2012)
Yoshiko DeMotta (2012)
Suri Spolter (2009)
Maneesh Thakkar (2008)

Doctoral Committee Member (continued)

William Carroll (2008)
Jufei Kao (2007)
Michael Chattalas (2005)

Outside Dissertation Defense Committee Member

Xu Shen (City University of Hong Kong, 2016)
Anat Keinan (Columbia University, 2007)
Yuhuang Zheng (Columbia University, 2006)

Honor's Thesis Director

Jintao Zhang (2017)
Elisha Zhang (2013 – 2014)
Paulina Berkovich (2012 – 2013)
Addison Litton (2011 – 2012)

University Honors Capstone Faculty Mentor

Surafuel Tesfay (expected 2025)
Keaton Wainer (expected Spring 2024)
Oliver De Leon (expected 2024)
Trisha Singh (2021)
Zurie Joseph (2021)
Joanna Baroi (2020)

Service to Field:

Co-Editor, *Journal of Consumer Psychology* (2021 – present)

Issue Editor, “The Science of Extraordinary Beliefs,” (with Pankaj Aggarwal, Lauren Block, and Ann McGill); *Journal of the Association of Consumer Research*, 3(4).

Associate Editor

Journal of Consumer Research (2018 – 2020)
Journal of Consumer Psychology (2015 – 2020)

Editorial Advisory Board, *Psychology & Marketing* (2021 – present)

Editorial Review Board Member

Journal of Marketing Research (2019 – present)
Journal of International Marketing (2019 – present)
Journal of Consumer Research (2014 – 2022)
Journal of Consumer Psychology (2012 – 2020)

Ad hoc reviewer

Marketing Letters; *International Marketing Review*; *Journal of Public Policy and Marketing*; *Organizational Behavior and Human Decision Processes*; *ACR*; *SCP*; *EMAC*

Service to Field (continued):

Member, 2023 Program Committee, Invitational Choice Symposium at INSEAD

Member, 2022 ACR Early Career Award Committee

Associate Editor, 2022 ACR Program Committee

Member, 2022 SCP Program Committee

Member, 2021 ACR Program Committee

Member, 2020 ACR Program Committee

Member, 2020 SCP Program Committee

Co-Chair, Doctoral Consortium, 2019 ACR conference

Member, 2019 SCP Program Committee

Member, 2017 ACR Program Committee

Member, 2017 Journal of Consumer Research Ferber Award panel of judges

Member, 2015 SCP International Conference Europe Program Committee

Member, 2013 ACR Europe Program Committee

Co-organizer, China Marketing International Conference (2013 – 2016)