JULIE R. IRWIN

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EDUCATION

Ph.D.	Cognitive Psychology, University of Colorado
M.A.	Cognitive Psychology, University of Colorado
B.A. (High Honors)	Psychology/English, College of William and Mary

PROFESSIONAL EXPERIENCE

Professor	Marketing Department, McCombs School of Business, The University of Texas at Austin. August 2010-present.
Associate Professor	Marketing Department, McCombs School of Business, The University of Texas at Austin, August 2002-July 2010.
Assistant Professor	Marketing Department, McCombs School of Business, The University of Texas at Austin, July 1999-August 2002.
Visiting Assistant Professor	Marketing Department, The Wharton School, University of Pennsylvania, July 1997-July 1999.
Assistant Professor	Marketing Department, Stern School of Business, New York University, July 1994-July 1998.
Postdoctoral Fellow	Quantitative Psychology Division, Department of Psychology, University of Illinois. National Institute of Mental Health Research Service Award No. MH14257, August 1992-June 1994.

REFEREED JOURNAL ARTICLES AND BOOK CHAPTERS

Ward, Morgan K., Joseph K. Goodman, and Julie R. Irwin (2012), The Same Old Song: The Power of Familiarity in Music Choice," *Marketing Letters*, 1-10.

Gershoff, Andrew D. and Julie R. Irwin (2012). "Why Not Choose Green? Consumer Decision Making for Environmentally Friendly Products," in Pratima Bansal and Andrew Hoffman (Eds.) *The Oxford Handbook of Business and the Environment* (p. 363-383). Oxford: Oxford University Press.

Irwin, Julie R. (2011) "Protected Values," in Joseph Alba (Ed.) *Consumer Insights: Findings from Behavioral Research (85-89)*. Cambridge, MA: Marketing Science Institute.

Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan (2010), "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Journal of Marketing, 74, 18-31.

Nicolao, Leonardo, Julie R. Irwin and Joseph Goodman (2009), "Happiness for Sale: Do Experiential or Material Purchases Lead to Greater Retrospective Happiness?" *Journal of Consumer Research*, 36 (August), 188-198.

Irwin, Julie R. and Rebecca Walker Naylor (2009), "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding versus Including Product Alternatives." *Journal of Marketing Research*, 46 (April), 234-246.

Lichtenstein, Sarah, Robin Gregory, and Julie Irwin (2007), "What's Bad is Easy: Taboo Values, Affect, and Cognition," *Judgment and Decision Making*, 2 (June), 169-188.

Raghunathan, Rajagopal and Julie R. Irwin (2007), "Past product experiences as deterimants of happiness with target product experiences: Implications for subjective well being," (P.L. Porta and L. Bruni, Eds.), *Economics and Happiness: Framing the Analysis*, Oxford University Press.

Goodman, Joseph and Julie R. Irwin (2006), "Special Random Numbers: Beyond the Illusion of Control," *Organizational Behavior and Human Decision Processes*, 99 (2), 161-174.

Ehrich, Kristine and Julie R. Irwin (2005), "Willful Ignorance: The Avoidance of Ethical Attribute Information" *Journal of Marketing Research*, 42 (3): 266-277.

Irwin, Julie R. and Gary H. McClelland (2003), "Negative Consequences of Dichotomizing Continuous Predictor Variables," *Journal of Marketing Research*, 40, 366-371.

Raghunathan, Rajagopal and Julie R. Irwin (2002), "Walking the Hedonic Product Treadmill: Default Contrast and Mood-Based Assimilation in Judgments of Predicted Happiness with a Target Product," *Journal of Consumer Research*, 28, 355-368.

Irwin, Julie R. and Baron, Jonathan (2001), "Response Mode Effects and Moral Values," *Organizational Behavior and Human Decision Processes*, 84, 177-197.

Irwin, Julie R. and Jonathan Baron "Values and Decisions" (2001), *Wharton on Making Decisions*, Stephen J. Hoch, Howard Kunreuther, and Robert E. Gunther, Eds., New York: John Wiley and Sons, 308-327.

Irwin, Julie R. (2001), "Treating individual difference predictors as continuous or categorical," *Journal of Consumer Psychology*, Special Issue on Methodological Concerns for the Experimental Behavior Researcher, Dawn Iacobucci, Guest Editor, 10, 51-53.

Irwin, Julie R. (2001), "Mediators and Moderators," *Journal of Consumer Psychology*, Special Issue on Methodological Concerns for the Experimental Behavior Researcher, Dawn Iacobucci, Guest Editor, 10, 97-98.

Nadler, Janice, Julie R. Irwin, James H. Davis, and Wing Tung Au Paul Zarnoth, Adrian Rantilla, Kathleen Koesterer (2001), "Order Effects in Individual and Group Policy Allocations," *Group Processes and Intergroup Relations*, 4, 99-115.

Irwin, Julie R. and Gary H. McClelland (2001), "Misleading Heuristics for Moderated Multiple Regression Models," *Journal of Marketing Research*, 38, 100-109.

Irwin, Julie R. (1999), "Introduction to the Special Issue on Ethical Tradeoffs in Consumer Decision Making," *Journal of Consumer Psychology*, 8, 211-213.

Louviere, Jordan, Robert Meyer, David Bunch, Richard Carson, Benedict Dellafert, Michael Hanneman, David Hensher, Julie Irwin, and Marc Roubens (1999), "Combining Sources of Preference Information," *Marketing Letters*, 10, 205-217, Gilles Laurent, Guest Editor.

Irwin, Julie R., Gary H. McClelland, Mike McKee, William D. Schulze and N. Elizabeth Norden (1998), "Payoff dominance versus cognitive transparency in decision making," *Economic Inquiry*, 36, 272-285.

Coupey, Eloise, Julie R. Irwin, and John W. Payne (1998), "Product familiarity and the expression of preferences," *Journal of Consumer Research*, 24, 459-468.

Fox, Craig R. and Julie R. Irwin (1998), "The role of context in the communication of uncertain beliefs," *Basic and Applied Social Psychology*, 20, 59-72.

Irwin, Julie R. and Lawrence E. Jones (1998), "SINDSCAL source weight transformations are not always necessary or desirable: Reply to Hodgkinson," *Journal of Behavioral Decision Making*, 11, 79-84.

Irwin, Julie R. and Joan Scattone Spira (1997), "Anomalies in the valuation of consumer goods with environmental attributes," *Journal of Consumer Psychology*, 6, 339-363.

Kahn, Barbara E., Eric Greenleaf, Julie R. Irwin, Alice M. Isen, Irwin P. Levin, Mary Frances Luce, Manuel C. F. Pontes, James Shanteau, Marc Vanhuele, and Mark J. Young. (1997), "Examining medical decision making from a marketing perspective," *Marketing Letters*, 8, 361-375.

Irwin, Julie R., Lawrence E. Jones and David Mundo (1996), "Risk perception and victim perception: The judgment of HIV cases," *Journal of Behavioral Decision Making*, 9, 1-22.

Irwin, Julie R. and James H. Davis (1995), "Choice/Matching preference reversals in groups: Consensus processes and justification-based reasoning," *Organizational Behavior and Human Decision Processes*, 64, 325-339.

Irwin, Julie R. (1994), "Buying/selling price preference reversals: Preference for environmental changes in buying versus selling modes," *Organizational Behavior and Human Decision Processes*, 60, 431-457.

Irwin, Julie R. (1994), "Elicitation rules and incompatible goals," Behavioral and Brain Sciences, 17, 20-21.

Irwin, Julie R., Paul Slovic, Sarah Lichtenstein, and Gary H. McClelland (1993), "Preference reversals and the measurement of environmental values," *Journal of Risk and Uncertainty*, 6, 1-13.

Irwin, Julie R., Gary H. McClelland, and William D. Schulze (1992), "Hypothetical and real consequences in experimental auctions for insurance against low-probability risks," *Journal of Behavioral Decision Making*, 5, 107-116.

Irwin, Julie R., David Schenk, D. Gary H. McClelland, William D. Schulze, Thomas R. Stewart, and Mark Thayer (1990). Urban visibility: Some experiments on the contingent valuation method. In C.V. Mathai (ed.), Visibility and Fine Particles (pp. 647-658). Pittsburgh, PA: Air and Waste Management Association.

OTHER PUBLICATIONS

Long-Term Market Leadership Persistence: Baselines, Economic Conditions, and Category Types Peter N. Golder, Julie R. Irwin, and Debanjan Mitra, 2013, Marketing Science Institute Working Paper Series 13-110

SUBMITTED FOR PUBLICATION AND UNDER REVISION

Huang, Szu-chi and Julie R. Irwin. "Slam the Good Guys: Consequences of Willful Ignorance of Ethical Product Information." Revision requested from *Journal of Consumer Psychology*.

Chugani, Sunaina, Julie R. Irwin and Joseph Redden, Happily Ever After: Hedonic Adaptation and Identity-Consistent Products, revision requested from *Journal of Consumer Research*.

Chugani, Sunaina K. and Julie R. Irwin. "All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products," revision requested from *Journal of Consumer Research.*

Naylor, Rebecca W., Julie R. Irwin and Kristine Ehrich, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information." Under Revision for resubmission to *Journal of Consumer Research*.

Irwin, Julie R., Liron Sivan, David Disatnik, and Gary H. McClelland, "Centering is Good in Moderated Multiple Regression: A Commentary on Echambadi and Hess." Submitted to *Journal of Marketing Research*.

WORK IN PROGRESS

The causes and antecedents of brand leadership. With Peter Golder and Debanjan Mitra.

Measured versus revealed preference. With Garrett Sonnier and Eline Jongmans. To be submitted to *Journal of Marketing Research* by Spring 2014.

The upside of lying. With Ying Zhang and Qian Xu. To be submitted to *Management Science* by Winter 2014.

Protective Devices and Self-control. With Raghunath Rao and Zhuping Liu. Complete, to be submitted to *Management Science* January 2014.

GOVERNMENT PUBLICATIONS

(Available from the environmental reports inventory: http://199.223.18.220/EE/Epa/eerm.nsf/)

McClelland, Gary H., William D. Schulze, Don L. Coursey, Brian Hurd, Julie R. Irwin, and Rebecca R. Boyce (1987). Improving accuracy and reducing costs of environmental benefit assessments: Risk communication for Superfund sites, an analysis of problems and objectives. U.S.E.P.A. Cooperative Agreement CR812054-02.

McClelland, Gary H., William D. Schulze, Jeffrey K. Lazo, Donald M. Waldman, James K. Doyle, Stephen R. Elliott, Julie R. Irwin (1991). Methods for measuring non-use values: A contingent valuation study of groundwater cleanup. Environmental Protection Agency manuscript. U.S.E.P.A. Cooperative Agreement CR815183.

McClelland, Gary H., William D. Schulze, David Schenk, Julie R. Irwin (1993). Innovative approaches for valuing perceived environmental quality: Valuing eastern visibility: A field test of the contingent valuation method. Environmental Protection Agency manuscript. U.S.E.P.A. Cooperative Agreement CR815183.

Schulze, William D., Gary H. McClelland, David Schenk, Steven R. Elliot, Julie R. Irwin, Rebecca R. Boyce, Thomas Stewart, Paul Slovic, Sarah Lichtenstein, Leland Deck, Mark Thayer (1993). Improving accuracy and reducing costs of environmental benefit assessments: Field and laboratory experiments on the reliability of the contingent valuation method. Environmental Protection Agency manuscript. U.S.E.P.A. Cooperative Agreement CR812054.

AWARDS AND FUNDING

Awards

BBA Foundation Honor Roll for Undergraduate Teaching, March 2011.

Michael Luchs, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan. "Is There an Expected Trade-off between a Product's Ethical Value and Its Performance Value? Exposing Latent Intuitions about Ethical Products." Society for Judgment and Decision Making 2008 conference student poster award (second runner up).

Michael Luchs, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan. "Is There an Expected Trade-off between a Product's Ethical Value and Its Performance Value? Exposing Latent Intuitions about Ethical Products." Best Paper Award: Inspiring Scholarship for Collective and Personal Well-being, Dartmouth MSI Conference on Transformative Consumer Research, July 8, 2007.

College of Business Administration Foundation Advisory Council Centennial Fellowship (2003-present).

Bureau of Business Research Fellowship, 2002-2003 academic year.

Trammel/CBA Foundation Teaching Award, Spring 2002.

University of Texas Faculty Council, at-large member, 2001-2003 (university-wide elected position).

MBA "Hall of Honors," Spring 2001 (teaching award bestowed by the MBA Graduate Business Council to honor outstanding teachers).

CBA Foundation Research Excellence Award for Assistant Professors, University of Texas at Austin, May 2000.

Grants

Association for Consumer Research Transformative Research grant (with Michael Luchs, Rebecca Naylor, and Raj Raghunathan), 2006.

McCombs Research Excellence Grant, 2006 (for research with Michael Luchs, Rebecca Naylor, and Raj Raghunathan).

Co-investigator, "Making Responsible Decisions when Tradeoffs are Taboo," National Science Foundation (Decision, Risk and Management Science and Ethics and Values divisions), Robin Gregory and Ralph Keeney, co-principle investigators, 2001- 2003.

"Collaborative Research in Group Decision, Consensus Mechanisms, and Public Hazards," National Science Foundation, Decision, Risk and Management Science division. James H. Davis, co-principal investigator. 1995-1999.

Outside Appointed Positions and Panels

Decision, Risk, and Management Science Division, National Science Foundation appointed grant evaluation panel, 2002-2005.

Decision, Risk, and Management Science Division, National Science Foundation appointed grant evaluation panel (Valuation and Environmental Policy Directive). Washington, D.C., 1995 and 1996.

Extreme Event Decision Making, National Science Foundation panel, Washington, D.C., April 29-30, 2001.

Society for Consumer Psychology submission review panel (for 1996 conference, February 3-6, Hilton Head S.C.).

Association for Consumer Research program committee, 1999, 2000, 2001.

Society for Judgment and Decision Making program committee, November 2000-November 2003.

Society for Judgment and Decision Making program Conference Chair, 2003 (Vancouver, BC).

Chair, Society for Consumer Psychology (APA Division 23) conference, summer 2002.

"Visiting Professor," Jordan, McGrath, Case & Taylor advertising agency (Advertising Educational Foundation program). July, 1995.

EDITORSHIPS AND REVIEWING

Associate Editor*: Organizational Behavior and Human Decision Processes*, July 2010-present (only previously-submitted manuscripts after July 11, 2011).

Editorial Boards: *Journal of Marketing Research, Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, Journal of Economic Psychology*

Guest Editor, Special Issue of *Journal of Consumer Psychology* on Ethical Tradeoffs in Consumer Decision Making, Volume 8, Number 3.

Reviewer for: The American Journal of Psychology, Association for Consumer Research (program committee, 1999, 2000), Environmental Protection Agency, *International Journal of Forecasting, Journal of Applied Social Psychology, Journal of Behavioral Decision Making, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Experimental Psychology: Applied, Journal of Experimental Social Psychology, Journal of Marketing and Public Policy, Journal of Marketing Research, Journal of Medical Decision Making, Journal of Retailing, Journal of Risk and Uncertainty, Judgment and Decision Making, Marketing Letters, Management Science, National Science Foundation (Decision, Risk, and Management Science, and Political Science Programs), Risk Analysis, Society for Consumer Psychology.*

PUBLISHED PROCEEDINGS

Irwin, Julie R. (1995). "Something's missing: Modern Cognitive Approaches to Decision Making with Incomplete Information." Advances in Consumer Research (Vol. 23). Association for Consumer Research special session proceedings.

Luce, Mary Frances and Julie R. Irwin (1996). "Consumer Behavior, Avoidance, and Coping." Advances in Consumer Research (Vol. 24). Association for Consumer Research special session proceedings.

Irwin, Julie R. (2001). "A Fuller Understanding of Product and Brand Relationships: Antecedents, Dimensions, and Consequences." Advances in Consumer Research (Vol. 28). Association for Consumer Research special session proceedings.

PRESENTATIONS

* denotes presenter

Irwin*, Julie R., Gary H. McClelland, and William D. Schulze, "Hypothetical and Real Responses to Low Probability Risk." Presented at the 1988 meetings of the Economic Science Association, October1988, Tucson, Arizona.

Irwin*, Julie R., Gary H. McClelland, and William D. Schulze, "Commodity Type and Elicitation Effects." Poster presented at the 1989 meetings of the Society for Judgment and Decision Making, November 1989, Atlanta, Georgia.

Irwin*, Julie R. and Gary H. McClelland, "WTA/WTP Preference Reversals." Poster presented at the 1990 meetings of the Society for Judgment and Decision Making, November 1990, New Orleans, Louisiana.

Irwin*, Julie R., Paul Slovic, Sarah Lichtenstein, and Gary H. McClelland, "Preference Reversals and the Measurement of Environmental Values." Poster presented at the 1991 meetings of the Society for Judgment and Decision Making, November 1991, San Francisco, California.

Irwin, Julie R., "Social Factors and Choice/Matching Preference Reversals." Poster presented at the 1993 meetings of the Society for Judgment and Decision Making, November 1993, Washington, D.C.

Coupey, Eloise, Julie R. Irwin, and John W. Payne, "Product Class Familiarity and Preference Reversals." Presented at the 1994 Behavioral Decision Research in Management conference, May 1994, Boston, MA.

Coupey, Eloise, Julie R. Irwin, and John W. Payne, "Product Class Familiarity and Preference Reversals." Presented at the 1995 meeting of the Russell Sage Foundation Institute for Behavioral Economics, July 1995, Pasadena, CA (Cal. Tech).

Coupey, Eloise, Julie R. Irwin, and John W. Payne, "Product Class Familiarity and Preference Reversals." Presented (in special session) at the 1995 meetings of the Association for Consumer Research, October, 1995, Minneapolis, MN.

Coupey, Eloise, Julie R. Irwin, and John W. Payne, "Product Class Familiarity and Preference Reversals." Presented at the 1995 meetings of the Society for Judgment and Decision Making, November 1995, Los Angeles, CA.

Irwin, Julie R. and James H. Davis, "Environmental Hazards and Group Decision Processes." Presented at the 1996 INFORMS conference, Washington, D.C., May 8.

Irwin, Julie R. and Joan Scattone, " Tradeoff difficulty and environmental attributes," in special session presented at the 1996 meetings of the Association for Consumer Research, October 1996, Tucson, AZ.

Baron, Jonathan, Julie R. Irwin, Mark Spranca, and Ilana Ritov, "Protected Values." Presented at the 1996 meetings of the Society for Judgment and Decision Making, November 1996, Chicago, IL.

Nadler, Janice, Julie R. Irwin, James H. Davis, Winton Au, Paul Zarnoth, and Katherine Koesterer, "Agenda Order in Group Decisions about Embedded Public Hazards." Presented at the 1997 meetings of the Midwestern Psychological Association, May 1997, Chicago, IL.

Au, Winton, James H. Davis, Julie R. Irwin, Katherine Koesterer, Paul Zarnoth, Janice Nadler and A.K. Rantilla, "Effects of Response Format on Group Decision Making." Presented at the 1997 meetings of the Midwestern Psychological Association, May 1997, Chicago, IL.

Irwin, Julie R. and Jonathan Baron, "Trade-off Refusals and Consumer Preference." Presented at the 1997 Columbia, NYU, Wharton, and Yale Joint Colloquium, Columbia University, New York, NY.

Raghunathan, Rajagopal, and Julie Irwin, "Context Effects on Predicted Happiness with Products." Presented at the 1998 meetings of the Marketing Science Association, June 1998, Insead, Fontainebleau, France.

Raghunathan, Rajagopal, and Julie Irwin, "Context Effects on Predicted Happiness with Products." Presented at the Paradoxes of Happiness in Economics Conference, March 2003, Milan, Italy.

Irwin, Julie R. and Robert Meyer, "In Search of the Multi-Lingual Judge: Biases in Multiattribute Decision Making." Presented (in special session) at the 1999 meetings of the Association for Consumer Research, October 1999, Columbus OH.

Golder, Peter and Julie R. Irwin, "If They Could See Us Now: A Look at How Category Relationships Drive Brand Persistence." Presented (in special session) at the 2000 meetings of the Association for Consumer Research, October, 2000, Salt Lake City, UT.

Irwin, Julie R., Miguel Brendl, and Art Markman, "No More Vices and Virtues: A Better Approach to Sin (Tonight and Next Week)." Presented (in special session) at the 2001 meetings of the Association for Consumer Research, October 2001, Austin, TX.

Irwin, Julie R., Miguel Brendl, and Art Markman, "No More Vices and Virtues: A Better Approach to Sin (Tonight and Next Week)." Presented (in special session) at the 2001 meetings of the Society for Judgment and Decision Making, November 2001, Austin, TX.

Ehrich, Kristine and Julie R. Irwin, "Willful Ignorance in the Face of Conflict: The Avoidance of Ethical Attribute Information." Presented (in special session) at the 2003 meetings of the Association for Consumer Research, October 2003, Toronto, Canada.

Goodman, Joseph and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control." Presented at 2004 Behavioral Decision Making in Management Conference, April 2004, Durham, NC (Duke University).

Goodman, Joseph and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control." Poster presented at the 2003 meetings of the Society for Judgment and Decision Making, November 2003, Vancouver, BC.

Goodman, Joseph and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control." Presented (in special session) at the 2004 meetings of the Association for Consumer Research, October, 2004 Portland, OR.

Irwin, Julie R. "Willful Ignorance." Presented at the Association for Consumer Research Doctoral Consortium, October 2004, Portland, OR.

Walker, Rebecca and Julie R. Irwin, "You Can't Throw That Away: The Influence of Emotional Attachment on Product Disposal Choices." Poster presented at the 2004 Behavioral Decision Research in Management Conference, April 2004, Durham, NC (Duke University).

Walker, Rebecca and Julie R. Irwin, "You Can't Throw That Away: The Influence of Emotional Attachment on Product Disposal Choices." Presented (in special session) at the 2004 meetings of the Association for Consumer Research, October 2004, Portland, OR.

Walker, Rebecca and Julie R. Irwin, "You Can't Throw That Away: The Influence of Emotional Attachment on Product Disposal Choices." Presented at the 2005 meetings of the Society for Consumer Psychology, February 2005, Saint Petersburg, FL.

Luchs, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?: Exposing Latent Intuitions about Ethical Products." Poster presented at the 2006 Association for Consumer Research Conference, September 29-30, Orlando, FL.

Luchs, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?: Exposing Latent Intuitions about Ethical Products." Poster presented at the 2006 Society for Judgment and Decision Making Conference, November 18-20, Houston, TX. Second Runner-up for Best Student Poster Award.

Walker, Rebecca E. and Julie R. Irwin, “You Can’t Throw That Away: The Influence of Emotional Attachment on Product Disposal Choices.” Presented at the 2005 meetings of the Society for Consumer Psychology, February 24-26, Saint Petersburg, Florida.

Walker, Rebecca E. and Julie R. Irwin, “Why What It Is and Who It Goes to Matters: The Emotional and Experiential Antecedents of Product Disposal Choices.” Presented (in special session) at the 2004 meetings of the Association for Consumer Research, October 7-10, Portland, Oregon.

Walker, Rebecca E. and Julie R. Irwin, “Why What It Is and Who It Goes to Matters: The Emotional and Experiential Antecedents of Loss Aversion.” Poster presented at the 2004 Behavioral Decision Research in Management Conference, April 15-18, Durham, North Carolina.

Ward, Morgan K., Joseph K. Goodman, and Julie R. Irwin, "I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music” presented (in special session) at the 2006 meetings of the Society for Consumer Psychology, Feb. 9-13, Miami, FL. 11-14.

Ward, Morgan K., Joseph K. Goodman, and Julie R. Irwin, "I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music” presented at the 2005 meetings of the Society for Judgment and Decision Making, Nov 11-14, Toronto, ON, Canada.

Goodman, Joseph K. and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control,” (in special session) presented at the 2004 meetings of the Association of Consumer Research, Oct 7-10, Portland, OR.

Goodman, Joseph K. and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control,” presented at 2004 Behavioral Decision Making in Management Conference, April 19-20, Duke University.

Goodman, Joseph K. and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control,” presented at the 2003 meetings of the Society of Judgment and Decision Making, Nov 11-12, Vancouver, Canada.

Goodman, Joseph K. and Julie R. Irwin, "Reluctance to Concede Randomness: Specialized Random Numbers," competitive paper presented at the 2003 meetings of the Association of Consumer Research, Oct 9-12, Toronto, Canada.

Luchs, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, “Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior?
Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior.” Presented at the 2008 Society for Consumer Psychology Conference, February 21-23, New Orleans, LA.

Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior.” Presented at the 2007 Conference on Transformative Consumer Research, sponsored

by the Tuck School, MSI, and the Association for Consumer Research, July 6-8, Hanover, NH. Recipient of travel scholarship and winner of a "Best Paper Award."

Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior." Presented at the 2007 Center for Customer Insight and Marketing Solutions symposium on "Sustainability and Corporate Social Responsibility," September 27-29, Austin, TX.

Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior." Poster presented at the 2006 Society for Judgment and Decision Making Conference, November 18-20, Houston, TX. Second Runner-up for Best Student Poster Award.

Exposing an Underlying Cause of Inconsistencies between Ethical Values and Purchasing Behavior." Poster presented at the 2006 Association for Consumer Research Conference, September 29-30, Orlando, FL.

Irwin, Julie R. and Rebecca Walker Naylor, "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding Versus Including Product Alternatives. Presented (in special session) at the 2008 meetings of the Association for Consumer Research, October 23-25, San Francisco, CA.

Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "The Ethical Penalty: Consumers Believe that Product Ethicality is Negatively Related to Product Effectiveness." Presented at the 2008 International Conference on Business and Sustainability, October 15-17, Portland, OR.

Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "Do Consumers Intuitively Believe That Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies Between Ethical Values and Purchasing Behavior." Presented (in special session) at the 2008 meetings of the Society for Consumer Psychology, February 21-23, New Orleans, LA.

Luchs, Michael*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Presented at the 2010 Carlson on Sustainability Conference at the Carlson School of Management, University of Minnesota, October 20-22, Minneapolis, MN.

Chugani*, Sunaina K., Irwin, Julie. "All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products" presented (special session) at 2012 meeting of Society for Consumer Psychology, Feb 16-18, Las Vegas, NV.

Namkong, Jae-Eun* and Julie R. Irwin, "Prospective Motivated Reasoning in Charitable Giving: Making Sense of Our Future Behavior and Protecting Our Future Self" presented in a poster at the 2010 meetings of the Association for Consumer Research, October, Jacksonville, FL.

Irwin, Julie R.* and Szu-chi Huang, "Slam the Good Guys: Guilt over Less Ethical Behavior Results in Denigration of Ethical Consumers." Presented (in special session) at the 2010 meetings of the Association for Consumer Research, October, Jacksonville, FL.

Irwin, Julie R. and Szu-chi Huang*, "Slam the Good Guys: Guilt over Less Ethical Behavior Results in Denigration of Ethical Consumers." Presented (in special session) at the 2010 meetings of the Society for Judgment and Decision Making, November, St. Louis, MO.

Luchs, Michael, Rebecca Walker Naylor*, Julie R. Irwin, and Rajagopal Raghunathan, "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Presented to the Joseph M. Katz Graduate School of Business and College of Business Administration, University of Pittsburgh, February 19, 2010, Pittsburgh, Pennsylvania.

Luchs, Michael, Rebecca Walker Naylor*, Julie R. Irwin, and Rajagopal Raghunathan, "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Presented to the Department of Marketing, College of Business, University of Cincinnati, February 12, 2010, Cincinnati, Ohio.

Luchs, Michael*, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan, "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Presented at the 2010 Carlson on Sustainability Conference at the Carlson School of Management, University of Minnesota, October 20-22, Minneapolis, MN.

Naylor, Rebecca Walker, Julie R. Irwin, and Kristine Ehrich*, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," Presented (in special session) at the 2011 meetings of the Association for Consumer Research, October 13-16, St. Louis, MO.

Chugani*, Sunaina K., Irwin, Julie. "All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products" presented (special session) at 2012 meeting of Society for Consumer Psychology, Feb 16-18, Las Vegas, NV

Naylor, Rebecca Walker*, Julie R. Irwin, and Kristine R. Ehrich, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," Presented at the 2013 Marketing and Public Policy Conference, May 30 – June 1, Washington, D.C.

Winterich, Karen Page*, Rebecca Walker Naylor and Julie R. Irwin, "Identity Preservation: If I Can Remember It, You can Have it," Presented at the 2013 meeting of the Association for Consumer Research, October 5, Chicago, IL.

INVITED PRESENTATIONS

"Psychology and Nuclear Waste Siting." Illinois State Geological Survey, March 16, 1994.

"The Monetary Valuation of Environmental Changes." Center for Policy Research, State University of New York, Albany, November 16, 1994.

"Context Effects and Environmental Values." Department of Social and Applied Psychology, University of Kent, Canterbury, England, May 25, 1995.

"Anomalies in Environmental Values." Decision-making consortium, University of Pennsylvania, January 23, 1996.

"Protected values and Consumer Choice." Marketing Department, University of California at Berkeley, March 17, 1997.

"Distribution and Order Effects on Predicted Happiness with Products." Marketing Department, Ohio State University, December 5, 1997.

"Ethical Tradeoffs in Decision Making." University of Pennsylvania psychology department colloquium, February, 1998.

"Emotional Tradeoffs in Decision Making." Social Decision Sciences colloquium, Carnegie Mellon University, June, 1998.

"Marketing Approaches to Valuation." Alternatives to Traditional CVM in Environmental Valuation symposium, Vanderbilt Institute for Public Policy Studies, October, 1998.

"Ethical Tradeoffs in Consumer Decision Making." Cornell Marketing Department and Behavioral Economics, Decision Research joint colloquium, February 1999.

"Ethical and Emotional Decisions." Colloquium, psychology department of the College of William and Mary, April 6, 2001.

"Willful Ignorance: The Avoidance of Ethical Attribute Information." Tucson Interdisciplinary Workshop on Decision-Making, Tucson, AZ, March 5-7, 2004.

"Willful Ignorance: The Avoidance of Ethical Attribute Information." University of Chicago Graduate School of Business, Chicago, IL, May 10, 2004.

"Willful Ignorance: The Avoidance of Ethical Attribute Information." Marketing Department, INSEAD, Fontainebleau, France, June 11, 2004

"Analyzing Continuous Variables in Moderated Multiple Regression Models." Invited address, Society for Consumer Psychology, San Diego, CA, February 2009.

"Ethical Decision Making." Invited address, Olin School of Business, Washington University, St. Louis, MO, April 24, 2009.

"Valuing Ethical Attributes." Invited address, University of Wisconsin School of Business, marketing department, March 2010.

"Valuing Ethical Attributes." Invited address, Stephen M. Ross School of Business, University of Michigan, May 2011.

"Interpreting Interactions." Invited Address, Stephen M. Ross School of Business, University of Michigan, May 2011.

"Why Ethical Purchasing does not Always Reflect Ethical Values." Invited Address, University of Grenoble, Pierre Mendès-France University, November 28, 2013.

"Willful Ignorance and Judgments of Ethical Consumers." Invited Address, University of Grenoble, Pierre Mendès-France University, November 21, 2013.

"Interpreting Interactions." Invited tutorial, University of Grenoble, Pierre Mendès-France University, December 2, 2013.

"Teaching in U.S. Business Schools." Invited tutorial, University of Grenoble, Pierre Mendès-France University, November 22, 2013.

TEACHING EXPERIENCE

Executive Level: Marketing Principles and Positioning, Consumer Behavior and Marketing Strategy, The North American Consumer.

Doctoral Level: Behavioral Aspects of Marketing (emphasis on decision making, utility models, cognitive processing), Marketing Methods and Data Analysis.

MBA Level: Marketing Management Core Course, Consumer Behavior, MBA Independent Studies ranging from marketing business start-ups to social marketing, Ethics and Corporate Social Responsibility.

Undergraduate Level: Statistics (Lab, University of Colorado), Principles of Marketing Undergraduate Core, Consumer Behavior, European Marketing and Consumer Behavior, Cultural Aspects of Consumer Behavior, Ethics and Corporate Social Responsibility.