

## **JULIE R. IRWIN**

Marlene and Morton Meyerson Centennial Professor of Business

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### **EDUCATION**

Ph.D. Cognitive Psychology, University of Colorado, 1992  
M.A. Cognitive Psychology, University of Colorado, 1989  
B.A. (High Honors) Psychology/English, College of William and Mary, 1984

### **PROFESSIONAL EXPERIENCE**

Marlene and Morton Meyerson Centennial Professor of Business Business, Government, and Society Department (Marketing Department courtesy appointment), September 2017-present.  
Marketing Department (Business, Government and Society courtesy appointment), McCombs School of Business, The University of Texas at Austin, September 2016-September 2017

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**

Citations: (as of 11/17) WOS: 1423, Google Scholar 3789

Rebecca R. Reczek, Irwin, Julie R., Danny Zane and Kristine Ehrich (in press). "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attributes," *Journal of Consumer Research*.

Winterich, Karen, Rebecca R. Reczek and Julie R. Irwin (2017). "How Photos Serve as Memory Preservation Aids to Increase Donation of Used Goods to Non-Profit Organization," *Journal of Marketing*, 88, 104-120.

McClelland, Gary H., Julie R. Irwin, David Disatnik, and Liron Savan (2016). "Multicollinearity is a red herring in the search for moderator variables: A guide to interpreting moderated multiple regression models and a critique of Iacobucci, Schneider, Popovich and Bakamitsos," *Behavioral Research Methods*, 1-6.

Zane, Daniel M., Julie R. Irwin and Rebecca Walker Reczek (2016). "Do less ethical consumers denigrate more ethical consumers? The effect of willful ignorance on judgments of others," *Journal of Consumer Psychology*, 26(4): 337-349.

- Chugani, Sunaina K., Julie R. Irwin and Joseph P. Redden (2015), "Happily Ever After: The Effect of Identity-Consistency on Product Satiation," *Journal of Consumer Research*, 42 (4): 564-577.
- McClelland, Gary H., John G. Lynch, Jr., Julie R. Irwin, Stephen A. Spiller, and Gavan Fitzsimons (2015), "Median Splits, Type II Errors, and False Positive Consumer Psychology: Don't Fight the Power," *Journal of Consumer Psychology*, 25(4), 679-689.
- Jongmans, Éline, Alain Jolibert and Julie Irwin (2014), « Toujours plus, toujours mieux ? Effet contre-intuitif de l'évaluation des attributs environnementaux du produit par le consommateur, » *Recherche et Applications en Marketing*, 29 (July), 10-33.
- Ward, Morgan K., Joseph K. Goodman, and Julie R. Irwin (2012), "The Same Old Song: The Power of Familiarity in Music Choice," *Marketing Letters*, 25 (March), 1-11.
- 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.
- 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. (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.

## BOOK CHAPTERS

- Reznek, Rebecca Walker and Julie R. Irwin (2014) "Ethical Consumption," in Michael Norton, Derek Rucker, and Cait Lambertson (Eds.) *The Cambridge Handbook of Consumer Psychology* (507-529). Cambridge: Cambridge University Press.
- 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.
- Raghunathan, Rajagopal and Julie R. Irwin (2007) "Past product experiences as determinants of happiness with target product experiences: Implications for subjective well being," in P.L. Porta and L. Bruni (Eds.), *Economics and Happiness: Framing the Analysis*, Oxford: Oxford University Press.
- Irwin, Julie R. and Jonathan Baron "Values and Decisions" (2001) *Wharton on Making Decisions*, in Stephen J. Hoch, Howard Kunreuther, and Robert E. Gunther (Eds.), New York: John Wiley and Sons, 308-327.
- 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.

### Selected Research Press and Book Mentions

The Hidden Brain (NPR Podcast) (4/24/17)	Huff Post Blog (Art Markman) (4/22/2012)
<i>US News and World Report</i> (5/1/2009)	<i>Kiplingers</i> (11/2000)
Huffington Post (7/30/2013)	<i>New York Times</i> (8/14/2005, 10/20/2017)
Science Daily (7/23/2013,1/4/2016, 2/24/2009, 6/26/ 2017, 2/14/2009, 3/31/ 2009,6/6/2013)	<i>Inc.</i> (12/07/2014)
CNN (7/17/2017)	Medium (12/23/2016)
	<i>Fast Company</i> (01/07/16)
	<i>The Atlantic</i> (02/22/2017)

*Thinking and Deciding; Blind Spots: Why We Fail to Do What's Right and What to Do about It*     *The Adaptive Decision Maker*

*Behavioral Business Ethics: Shaping an Emerging Field*     *The Construction of Preference; Choices, Values, and Frames*

*The Elicitation of Preferences*     *Research in Organizational Behavior*

*Research on Judgment and Decision Making: Currents, Connections, and Controversies*     *Buying into Fair Trade: Culture, Morality, and Consumption*

*Structured Decision Making: A Practical Guide to Environmental Management Choices*     *Unrelenting Innovation: How to Create a Culture for Market Dominance*

*The Handbook of Experimental Economics*

### OTHER PUBLICATIONS

#### Harvard Business Review

Why Companies are Blind to Child Labor. *Harvard Business Review*, January 28, 2016. (with Daniel Zane and Rebecca Walker Reczek).

Ethical Consumerism Isn't Dead, It Just Needs Better Marketing. *Harvard Business Review*, January 12, 2015.

Loyalty to a Leader is Overrated and Sometimes Dangerous. *Harvard Business Review*, December 16, 2014.

## **The Conversation**

Cherishing Stuff with a Photo can Help you Let Go of It. *The Conversation*, July 12, 2017, with Karen Page Winterich and Rebecca Walker Reczek.

## **Media**

Super Bowl Ads Wade into Politics Why would companies take a stand? *Psychology Today*, February 8, 2017. Also *Philadelphia Inquirer*, *Amarillo Globe News*, *Waco Tribune Herald*.

Racism is a disease, not a trait: Glenn Beck, Hate, and Rereading “The Plague.” *Huffington Post*, November 27, 2016.

Ethical companies can get consumers to vote with their wallets. *Austin-American Statesman*, April 16, 2016.

Donald Trump: Our Individualist Nightmare Hero, *Huffington Post*, March 17, 2016 (with Cait Lambertson).

What Older Women Want: A Female President, *Huffington Post*, March 8, 2016.

Never mind the Insults; Donald Trump is your Friend, *Austin-American Statesman*, Feb. 3, 2016, Other versions/edits: Donald Trump Schools us on the Psychology of Insults, *Fort Worth Star-Telegram* Feb, 4, 2016, Trump’s Bullying and the Psychology Behind It, *McCallen Monitor*, Feb. 19, 2016.

College and Minorities: Justice Scalia Has It Backwards, *Huffington Post* Jan. 6, 2016 (with Cait Lambertson).

Colleges favor men — but no one suggests they go to lower schools, *Austin American-Statesman* Dec. 13, 2015

Consumer segmentation is future of Black Friday, *Austin American-Statesman*, Nov. 26, 2015

Give the Gift of Financial Security for the Holidays (various titles), *Rio Grande Guardian* 11/25/2015, *The Oklahoman* 11/27/2015, *Houston Chronicle* 11/25/2015, *Fort Worth Star-Telegram* 11/24/2015, *The Dallas Morning News* 11/30/2015, *Rivard Report (San Antonio)* 11/25/2015.

Tis Not, Tis Not – Tis So, Tis So: Rebuttal of Rebuttal by Iacobucci, Posavac, Kardes, Schneider, and Popovich on the Appropriateness of Median Splits (2015), John G. Lynch Jr., Gary McClelland, Julie R. Irwin, Stephen A. Spiller, Gavan J. Fitzsimons. *Social Science Research Network*.

Four Insights On How Great Brands Fail, *Forbes*, Jul 12, 2013 (with Peter Golder and Deb Mitra).

The Ghosts of Emmett Till (letter), *New York Times*, Aug. 14, 2005.

### **Working Papers Series**

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

### **GOVERNMENT PUBLICATIONS**

- 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.

### **UNDER REVISION/REVIEW**

Rao, Raghunath, Julie R. Irwin and Zhuping Liu. Flying with a net and without: Preventative devices and self-control. Under second round review at *Journal of Marketing Research*.



Jang, Hyunkyu and Julie R. Irwin. Projected Greed versus Comparative Generosity: Direct versus Indirect Questions and Predicting Actual Charitable Donations. Under revision for second round at *Journal of Consumer Research*.

Chugani, Sunaina and Julie R. Irwin. Through others' eyes: Hedonic adaptation and social context. Under revision for third round at *Journal of Consumer Research*.

## **AWARDS AND FUNDING**

### Awards

Outstanding reviewer award, *Journal of Consumer Research*, 2013-2014.

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

McCombs Research Excellent Grant, 2014 (with Garrett Sonnier).

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.

Environmental Protection Agency and National Science Foundation joint 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.

Conference review panel/program committee examples: Society for Consumer Psychology, Association for Consumer Research, Society for Judgment and Decision Making.

Conference Program Chair: Society for Judgment and Decision Making, 2003 (Vancouver, BC), Society for Consumer Psychology (APA Division 23), 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-September 2014 (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*

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, 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 Economic Psychology*, *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." Economic Science Association, October 1988, Tucson, Arizona.

Irwin\*, Julie R., Gary H. McClelland, and William D. Schulze, "Commodity Type and Elicitation Effects." Society for Judgment and Decision Making, November 1989, Atlanta, Georgia (poster).

Irwin\*, Julie R. and Gary H. McClelland, "WTA/WTP Preference Reversals." Society for Judgment and Decision Making, November 1990, New Orleans, Louisiana (poster).

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

"Social Factors and Choice/Matching Preference Reversals." Society for Judgment and Decision Making, November 1993, Washington, D.C (poster).

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

Coupey\*, Eloise, Julie R. Irwin, and John W. Payne, "Product Class Familiarity and Preference Reversals." Russell Sage Foundation Institute for Behavioral Economics, July 1995, Pasadena, CA.

Coupey, Eloise, Julie R. Irwin\*, and John W. Payne, "Product Class Familiarity and Preference Reversals." Association for Consumer Research, October, 1995, Minneapolis, MN (special session).

Coupey, Eloise, Julie R. Irwin\*, and John W. Payne, "Product Class Familiarity and Preference Reversals." Society for Judgment and Decision Making, November 1995, Los Angeles, CA.

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

Irwin\*, Julie R. and Joan Scattone, "Tradeoff difficulty and environmental attributes," Association for Consumer Research, October 1996, Tucson, AZ (special session).

Baron\*, Jonathan, Julie R. Irwin, Mark Spranca, and Ilana Ritov, "Protected Values." 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." 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 Midwestern Psychological Association, May 1997, Chicago, IL.

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

Raghunathan, Rajagopal, and Julie Irwin\*, "Context Effects on Predicted Happiness with Products." Marketing Science Association, June 1998, Insead, Fontainebleau, France.

Raghunathan, Rajagopal, and Julie Irwin\*, "Context Effects on Predicted Happiness with Products." 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." Association for Consumer Research, October 1999, Columbus OH (special session).

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

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

Irwin\*, Julie R., Miguel Brendl, and Art Markman, "No More Vices and Virtues: A Better Approach to Sin (Tonight and Next Week)." Society for Judgment and Decision Making, November 2001, Austin, TX.

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

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

Goodman\*, Joseph and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control." Po Society for Judgment and Decision Making, November 2003, Vancouver, BC (poster).

Goodman\*, Joseph and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control." Behavioral Decision Making in Management, April 2004, Duke University.

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

Irwin\*, Julie R. "Willful Ignorance." 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." Behavioral Decision Research in Management Conference, April 2004, Duke University.

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." Association for Consumer Research, October 7-10, 2004, Portland, Oregon (special session).

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

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

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," Society for Judgment and Decision Making, Nov 11-14, 2005, Toronto, ON, Canada.

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." Association for Consumer Research Conference, September 29-30, 2006, Orlando, FL. (poster).

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." Society for Judgment and Decision Making Conference, November 18-20, 2006 Houston, TX. Second Runner-up for Best Student Poster Award.

Luchs\*, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior? Society for Consumer Psychology Conference, February 21-23, 2006 New Orleans, LA.

Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin, and Rajagopal Raghunathan\*, "Consumer Hypocrisy in Ethical Decision Contexts: Exposing the Discrepancy Between Explicitly Stated and Privately-Held Beliefs About the Ethicality-Functionality Relationship." Presented at the 2007 INFORMS Marketing Science Conference, June 28-30, Singapore.

Luchs\*, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior? Transformative Consumer Research, sponsored by the Tuck School of Dartmouth College, Marketing Science Institute, and the Association for Consumer Research, July 6-8, 2007, Hanover, NH. Winner of a "Best Paper Award."

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. Association for Consumer Research, October 23-25, 2008, San Francisco, CA (special session).

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." International Conference on Business and Sustainability, October 15-17, 2008, 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." Society for Consumer Psychology, February 21-23, 2008, 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," Carlson on Sustainability Conference at the Carlson School of Management, University of Minnesota, October 20-22, 2010.

Chugani\*, Sunaina K., Irwin, Julie. "All Eyes on You: Public Consumption Contexts and Hedonic

Adaptation to Products” Society for Consumer Psychology, Feb 16-18 2010, 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” Association for Consumer Research, October 2010, Jacksonville, FL (poster).

Irwin, Julie R.\* and Szu-chi Huang, “Slam the Good Guys: Guilt over Less Ethical Behavior Results in Denigration of Ethical Consumers.” Association for Consumer Research, October 2010, Jacksonville, FL.

Irwin, Julie R. and Szu-chi Huang\*, “Slam the Good Guys: Guilt over Less Ethical Behavior Results in Denigration of Ethical Consumers.” Society for Judgment and Decision Making, November 2010, 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,” Joseph M. Katz Graduate School of Business and College of Business Administration, University of Pittsburgh, February 19, 2010.

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

Naylor, Rebecca Walker, Julie R. Irwin, and Kristine Ehrich\*, “That’s Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information,” Association for Consumer Research, October 15, 2011, St. Louis, MO (special session).

Chugani\*, Sunaina K., Irwin, Julie. “All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products,” Society for Consumer Psychology, Feb 17, 2011, 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,” Marketing and Public Policy Conference, May 30, 2012, Washington, D.C.

Winterich, Karen Page\*, Rebecca Walker Naylor and Julie R. Irwin, “Identity Preservation: If I Can Remember It, You can Have it,” Association for Consumer Research, October 5, 2013, Chicago, IL. (special session).

Irwin, Julie R.\* “Willful Ignorance and Ethical Values,” Greater Good Preconference of the Behavioral Decision Research in Management conference, London Business School, July 20, 2014.

Zane, Daniel M.\*, Julie R. Irwin and Rebecca Walker Reczek, “Do less ethical consumers denigrate more ethical consumers? The effect of willful ignorance on judgments of others.” Association for Consumer Research, October 2, 2015, New Orleans, LA.

Zane, Daniel M.\*, Julie R. Irwin and Rebecca Walker Reczek, “Disparaging ethical others; When and why willfully ignorant consumers judge others who seek out ethical product information, Decision Science Research Forum, April 17, 2015, Ohio State University, Columbus, OH.

Winterich\*, Karen Page, Rebecca Walker Naylor, and Julie R. Irwin, “Just One Photo Before I Say Goodbye: Memory Preservation Increases Donation of Special Possessions,” Society for Consumer Psychology Boutique Conference on Identity and Consumption, July 21, 2016, Chicago, IL.

Garavaglia\*, Shannon G, Brian White, and Julie Irwin, “Starting, Stopping and Reporting on Corporate Social Responsibility: How Do Investors React When Companies Stop Doing Good?”, Accepted for inclusion in 2018 FARS Midyear Meeting, January 26-January 27, Austin, Texas.

### **INVITED PRESENTATIONS**

Illinois State Geological Survey, March 16, 1994.

Center for Policy Research, State University of New York, Albany, November 16, 1994.

Department of Social and Applied Psychology, University of Kent, Canterbury, England, May 25, 1995.

Decision-making consortium, University of Pennsylvania, January 23, 1996.

Marketing Department, University of California at Berkeley, March 17, 1997.

Marketing Department, Ohio State University, December 5, 1997.

Psychology department colloquium, University of Pennsylvania, February 1998.

Social Decision Sciences colloquium, Carnegie Mellon University, June 1998.

Vanderbilt Institute for Public Policy Studies, October 1998.

Marketing Department and Behavioral Economics, Decision Research joint colloquium, Cornell University, February 1999.

Psychology department of the College of William and Mary, April 6, 2001.

Tucson Interdisciplinary Workshop on Decision-Making, Tucson, AZ, March 5-7, 2004.

University of Chicago Graduate School of Business, Chicago, IL, May 10, 2004.

Marketing Department, INSEAD, Fontainebleau, France, June 11, 2004

Invited tutorial, Society for Consumer Psychology, San Diego, CA, February 2009.



Marketing Department, Olin School of Business, Washington University, St. Louis, MO, April 24, 2009.

Marketing Department, University of Wisconsin School of Business, March 2010.

Stephen M. Ross School of Business, University of Michigan, May 2011.

University of Grenoble, Pierre Mendès-France University, November 2013.

McCombs Alumni Business Conference, March 4, 2016.

LAMP (Learning Activities for Mature People), January 11, 2017.

LBJ School of Public Policy, University of Texas, February 2, 2017.

Marketing Department, Tuck School of Business, Dartmouth College, May 19, 2017.

University of Texas “Texas Exes” Alumni College Annual Meeting, June 6, 2017.

Texas Enterprise Speaker Series, October 25, 2017.

## **TEACHING EXPERIENCE**

Executive Level: Marketing Principles and Positioning, Consumer Behavior and Marketing Strategy, The North American Consumer, Digesting and Presenting Data, Biases in Decision Making

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

(Non-MBA) Masters Level: Quantitative Methods for Social Sciences, Behavioral Economics

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, Behavioral Economics

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.

## LOCAL SERVICE

(Subset—if no year given then multiple years served). Marketing Department Budget Council, Marketing Department Executive Committee, Marketing Doctoral Advisory Committee (Chair, 2003-2004), McCombs Research Award Committee (Chair, 2017), McCombs Teaching Award Committee, McCombs Diversity and Inclusion Committee (one-time committee, 2017), Dean’s Advisory Committee, Undergraduate Programs Committee, Graduate Programs Committee, Marketing Department Hiring Committee, Director of Ethics and CSR @ McCombs Speaker Series (2005-present), Director of Marketing Department Speaker Series, University of Texas Faculty Council.

## DOCTORAL STUDENTS

### **Dissertation Chair:**

New York University:

Joan Scattone Spira (1997)

University of Texas:

Kristine Ehrich (2004)

Rebecca Walker Naylor (now Reczek) (2006)

Leo Nicolao (2009)

Sunaina Chugani (Marguez) (2013)

Hyunkyu “Sean” Jean (2017)

### **Additional Doctoral Student Coauthors**

Raj Raghunathan (New York University)

Joseph Goodman (University of Texas)

Morgan Ward (University of Texas)

Shannon Garavaglia (University of Texas, Accounting)

Eline Jongmans (Université Grenoble Alpes)

Daniel Zane (Ohio State University)

Zhuping Liu (University of Texas)