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Academic Positions

Assistant Professor of Marketing, 2008 - present
Goizueta Business School, Emory University

Education

Ph.D., Marketing, June 2008
Kellogg School of Management, Northwestern University

B.S., Applied Physics, December 1999
Brigham Young University

Research Interests

Consumer judgment and decision making, price image, visual information processing

Publications

Hamilton, Ryan & Alexander Chernev, (2009) "The Impact of Product Line Extensions and Consumer Goals on the Formation of Price Image," *Journal of Marketing Research*, forthcoming

Chernev, Alexander & Ryan Hamilton, (2009) "The Role of Assortment Size and Option Attractiveness in Consumer Choice among Retailers," *Journal of Marketing Research*, forthcoming

Chernev, Alexander & Ryan Hamilton (2009) "Compensatory Reasoning in Choice," in *The Social Psychology of Consumer Behavior, Frontiers of Social Psychology*, Michaela Wanke ed., Arie W. Kruglanski & Joseph P. Forgas, series ed. New York: Psychology Press

Hamilton, Ryan, Jiewen Hong, & Alexander Chernev (2007) "Perceptual Focus Effects in Choice," *Journal of Consumer Research*, 34 (August)

Working Papers and Manuscripts under Review

Hamilton, Ryan & Oleg Urminsky, “The Influence of Price Image on Consumer Choice: Preferring High Priced Items from Low Priced Stores.”

Hamilton, Ryan, Kathleen Vohs, Anne-Laure Sellier & Tom Meyvis, “Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources.”

Hamilton, Ryan, Jiewen Hong, & Alexander Chernev, “Visual Restructuring and Individual Decision Making.”

Hamilton, Ryan & Alexander Chernev, “Price Image in Retail Management.”

Selected Research in Progress

Hamilton, Ryan & Kelly Haws, “Can I Find a Low Price Here? or Are the Prices Here Low? The Systematic and Heuristic Processing of Price Ranges in Price Image Formation.”

Misra, Kanishka, Manish Tripathi, Federico Rossi & Ryan Hamilton, “The Influence of Goal Orientation on Two-Person Dual-Equilibrium Games: Preferences for Extreme vs. Moderate Equilibria.”

Honors

Fellow, AMA Sheth Doctoral Consortium, Arizona State University (2007)

Fellow, Whitebox Advisors Graduate Student Conference, Yale University (2006)

Fellow, Haring Symposium, Indiana University (2006)

“Managing Price Image Through Vertical Product Line Extensions,” Ryan Hamilton (PI) & Alexander Chernev, Marketing Science Institute Research Grant, #4-1430.

Conference Presentations

“The Moderating Role of Browsing and Buying Goals in Consumers’ Formation of Retailer Price Images,” (2009) Society of Consumer Psychology Conference. San Diego, CA (session chair).

“The Cost of Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources,” (2008) Society of Consumer Psychology Conference. New Orleans, LA.

“Price Image Formation and Point-of-Purchase Decision Making,” (2007) Association for Consumer Research Conference. Memphis, TN (session chair).

“Too Much of a Good Thing? Option Attractiveness and Assortment Choice,” (2006) Association for Consumer Research Conference. Orlando, FL (session co-chair).

“Choice in a Visual Context: The Perceptual Focus Effect and Individual Decision Making,” (2006) Whitebox Advisors Graduate Student Conference. Yale University, New Haven, CT.

“Perceptual Focus Effects in Choice,” (2006) Haring Symposium for Doctoral Research. Indiana University, Bloomington, IN.

“Features vs. Benefits: The Role of Attribute-Mindset Compatibility,” (2006) Society of Personality and Social Psychology Conference, working paper session. Palm Springs, CA.

“Too Much of a Good Thing? Option Attractiveness and Assortment Choice,” (2005) Society of Judgment and Decision Making Conference. Toronto, ON.

“Perceptual Heuristics in Individual Decision Making: The Case of Focus and Highlighting Effects in Choice,” (2005) Society of Judgment and Decision Making Conference, working paper session. Toronto, ON.

“Consumer Weighting of Features and Benefits: The Role of Attribute-Mindset Compatibility,” (2005) Association for Consumer Research Conference, working paper session. San Antonio, TX.

“Visual Reasoning in Consumer Choice,” (2005) Society of Consumer Psychology Conference. St. Pete’s Beach, FL.

Membership

Association for Consumer Research
Association for Consumer Psychology
Society for Judgment and Decision Making