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Academic Positions

Assistant Professor of Marketing, 2008 - present

Goizueta Business School, Emory University

Courses taught: Marketing Management (MBA), Consumer Behavior (PhD)

Education

Ph.D., Marketing, June 2008

Minor: Psychology

Kellogg School of Management, Northwestern University, Evanston, IL

B.S., Applied Physics, December 1999

Emphasis: Computer Science; Minors: English, Communications and Mathematics

Brigham Young University, Provo, UT

Research Interests

Consumer psychology, judgment and decision making, pricing and price image, branding, assortments, visual information processing

Publications (peer reviewed)

Larson, Jeffrey & Ryan Hamilton, (forthcoming) "When Budgeting Backfires: How Self-imposed Price Restraints Can Increase Spending," *Journal of Marketing Research*

Jap, Sandy, Diana Robertson & Ryan Hamilton, (2011) "The Dark Side of Rapport: Agent Misbehavior Face-to-Face and Online," *Management Science*, 57 (September)

Hamilton, Ryan, Kathleen Vohs, Anne-Laure Sellier & Tom Meyvis, (2011) "Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources," *Organizational Behavior and Human Decision Processes*, 115 (May)

Press coverage at *USA Today*, *Wall Street Journal*, *Chicago Sun Times*, CNN
Headline News, *Yahoo!*, *Men's Health*, *Psychology Today*, CBS News Radio,
WSB Radio, WKOW Radio and others

Chernev, Alexander, Ryan Hamilton & David Gal, (2011) “Competing for a Consumer’s Identity: Limits to Self-Expression and the Perils of Lifestyle Branding,” *Journal of Marketing*, 75 (May)

Press coverage at *Reuters*, *Financial Times*, *Yahoo!*, *Brand Channel*, *Marketing Daily* and others

Hamilton, Ryan & Alexander Chernev, (2010) “The Impact of Product Line Extensions and Consumer Goals on the Formation of Price Image,” *Journal of Marketing Research*, 47 (February)

Chernev, Alexander & Ryan Hamilton, (2009) “The Role of Assortment Size and Option Attractiveness in Consumer Choice among Retailers,” *Journal of Marketing Research*, 46 (June)

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

Publications (not peer reviewed)

Hamilton, Ryan & Alexander Chernev, (2010) “Managing Product Assortments: Insights from Consumer Psychology,” in *Kellogg on Marketing*, Alice M. Tybout & Bobby Calder ed. New York: Wiley

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

Working Papers and Manuscripts under Review

Hamilton, Ryan & Oleg Urminsky, “An Alternative to Reference Price Theories: Retailer Price Image as a Heuristic in Price Evaluations, Price Estimates, and Choice.”

Goldsmith, Kelly & Ryan Hamilton, “On The Negative Consequences of Thinking About Häagen-Dazs Cottage Cheese: Low Fit Brand Extensions and Self-Regulatory Depletion”

Vohs, Kathleen, Ann McGill & Ryan Hamilton, “This Won’t Be the Best Article You’ll Ever Read, God Bless It: The Use of Dispreferred Markers in Word-of-Mouth Communication.”

Ma, Jingjing, Ryan Hamilton & Alexander Chernev, “The Unexpressed Self: Freedom of Speech and Brand Choice”

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

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

Awards and Honors

MBA Teaching Excellence Award, Junior Faculty, Goizueta Business School,
2010 & 2011

One of “The World’s Best 40 B-School Profs Under the Age of 40,” *Poets & Quants*,
(<http://poetsandquants.com/2011/02/11/best-prof-ryan-hamilton/>), 2011
List reprinted in *CNN Money*, *Forbes* and *Fortune*

Fellow, Advertising Education Foundation, Visiting Professor Program, Energy BBDO,
Chicago, IL, 2011

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

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

Fellow, Haring Symposium, Indiana University, 2006

Press

“New Bank Fees Drive Customers to Credit Unions,” (October 31, 2011) *America’s
Newsroom*, Fox News Chanel

“Making the Most of Business School Rankings,” (March 28, 2011) *Bloomberg
Businessweek*

“Brand Names Live After Stores Close,” (April 14, 2009) *New York Times*

Conference Presentations

“When Budgeting Backfires: How Self-imposed Price Restraints Can Increase Spending,”
(2011), Society for Judgment and Decision Making Conference, Seattle, WA.

“The Dark Side of Rapport: Agent Misbehavior Face-to-Face and Online” (2011)
Association for Consumer Research Conference, St. Louis, MO.

“When Budgeting Backfires: How Self-imposed Price Restraints Can Increase Spending,”
(2011) Yale Center for Customer Insights Collaborative & Multidisciplinary Research
Conference. Yale University, New Haven, CT.

“Competing for a Consumer’s Identity: Limits to Self-Expression and the Perils of Lifestyle
Branding,” (2011) Emory Marketing Analytics Center Conference, Emory University,
Atlanta, GA.

“The Influence of Price Image on Consumer Choice: Preferring High-Priced Items from
Low-Priced Stores,” (2011) Society of Consumer Psychology Conference. Atlanta, GA
(session chair).

“When Budgeting Backfires: How Salient Price Constraints Can Increase Spending,” (2011) Society of Consumer Psychology Conference. Atlanta, GA (session chair).

“When Budgeting Backfires: How Salient Price Constraints Can Increase Spending” (2010) Association for Consumer Research Conference. Jacksonville, FL.

“Being of Two Minds: Switching Mindsets Exhausts Self-Regulatory Resources” (2010) 3rd Georgia Research Symposium. Georgia State University, Atlanta, GA.

“The Influence of Price Image on Consumer Choice: Preferring High Priced Items from Low Priced Stores” (2009) Yale Center for Customer Insights Collaborative & Multidisciplinary Research Conference. Yale University, New Haven, CT.

“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.

Service on Dissertation Committees

Omar Rodriguez Vila, Doctoral Candidate in Marketing at Emory University, 2012
Topic: “Essays on Sustainability, Marketing Capability, and Firm Performance”
Committee: Sundar Bharadwaj (chair), Jagdish Sheth, Ryan Hamilton, Richard Doner
Placement: Georgia Tech

Stephen He, Doctoral Candidate in Marketing at Georgia Tech, 2012
Topic: “Consumer Judgment and Forecasting Using Online Word-of-Mouth”
Committee: Sam Bond (chair), Koert Van Ittersum, Nicholas Lurie, and Jack Feldman

Guiyang Xiong, Doctoral Candidate in Marketing at Emory University, 2010
Topic: “Essays on Business-to-Business (B2B) Marketing Network and Firm Value”
Committee: Sundar Bharadwaj (chair), Ryan Hamilton, Raj Srivastava
Placement: University of Georgia

Na (Amy) Wen, Doctoral Candidate in Marketing at Georgia Tech, 2010
Topic: “Essays on Consumer Decision-Making in Interactive and Information Rich Environments”
Committee: Nicholas Lurie (chair), Samuel Bond, Goutam Challagalla, Ryan Hamilton
Placement: City University of Hong Kong

Membership & Service

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

Ad hoc reviewer for *Journal of Consumer Research*, *Journal of Consumer Psychology*,
Journal of Marketing, *Cognitive Science*, *Association for Consumer Research*, *Society for
Consumer Psychology*, *International Journal of Conflict Management*