

LISA E. BOLTON

Associate Professor of Marketing
The Pennsylvania State University
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EDUCATION

University of Florida
Ph.D., Marketing, 2000

University of Toronto
M.H.Sc., Clinical Engineering, 1990

Royal Military College of Canada
B. Eng., Engineering Physics, 1987

**ACADEMIC
POSITIONS**

Associate Professor, Smeal College of Business
The Pennsylvania State University (2008-present)

Assistant Professor, Wharton School
University of Pennsylvania (2000–2008)

**HONORS,
AWARDS &
GRANTS**

- 2010 Harrah Hospitality Research Center Grant Award (with Anna Mattila, PSU)
- 2010 AMA Sheth Foundation Doctoral Consortium Faculty
- 2010 Society for Consumer Psychology Conference Best Working Paper Award
- 2008-11 Smeal Research Grants (multiple)
- 2008-2011 National Endowment for Financial Education Research Grant (with Paul N. Bloom, Duke University)
- 2007 AMA Sheth Foundation Doctoral Consortium Faculty
- 2005 Marketing Science Institute Young Scholar's Program
- 2004-2005 Journal of Consumer Research Outstanding Reviewer Award
- 1999-2000 John A. Howard AMA Doctoral Dissertation Award
- 1999 Procter & Gamble Marketing Innovation Research Award
- 1998 AMA Sheth Foundation Doctoral Consortium Fellow
- 1997 Doctoral Internationalization Consortium, UT Austin
- 1997 Dissertation Summer Scholar, Tilburg University, The Netherlands
- 1996-1998 Social Sciences & Humanities Research Council of Canada Doctoral Fellowship
- 1995-1997 Grinter Fellowship, University of Florida
- 1987-1990 Natural Sciences & Engineering Research Council of Canada Graduate Scholarship
- 1983-1987 Association of Professional Engineers of Ontario Undergraduate Scholarship
- 1983-1987 RMC Club of Canada Scholarship
- 1983-1987 T.R. Meighen Memorial Scholarship
- 1983-1986 Governor-General of Canada Medals for First-Place Standing at RMC
- 1983-1987 Military Leadership and Management Awards, RMC
- 1983-1985 Mathematics, Civil Engineering, Chemistry, Physics and English Awards, RMC

- 1983-1984 Canadian Federation of University Women's Award

RESEARCH INTERESTS

Judgment, prediction and decision-making by managers and consumers, with substantive interests in new products, pricing, consumer finances, health marketing, and marketing strategy.

ARTICLES PUBLISHED IN REFEREED JOURNALS

1. Bolton, Lisa E., and Joseph W. Alba (2011), "When Less is More: Consumer Aversion to Waste," *Journal of Consumer Psychology*, forthcoming. <http://dx.doi.org/10.1016/j.jcps.2011.09.002>
2. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2011), "Using Loan Plus Lender Literacy Information to Combat One-sided Marketing of Debt Consolidation Loans." Funded by the National Endowment for Financial Education and a Smeal Research Grant. *Journal of Marketing Research*, 48 (special issue), S51-S59.
3. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2010), "How do Price Fairness Perceptions Differ Across Culture?" *Journal of Marketing Research*, 47 (June), 564-76.
4. Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2010), "Lay Theories of Medicine and a Healthy Lifestyle", *Journal of Consumer Research*, 37 (June), 80-97.
5. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2008), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?", *Journal of Consumer Research*, 34 (May), 713-26.
6. Bolton, Lisa E., and Joseph W. Alba (2006), "Price Fairness: Good and Service Differences and the Role of Vendor Costs," *Journal of Consumer Research*, 33 (September), 258-265.
7. Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2006), "Does Marketing Products as Remedies Create "Get Out of Jail Free Cards"?", *Journal of Consumer Research*, 33 (June), 71-81.
8. Bolton, Lisa E., and Americus Reed II (2004), "Sticky Priors: The Perseverance of Identity Effects on Judgment," *Journal of Marketing Research*, 41 (November), 397-411.
9. Bolton, Lisa E. (2003), "Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting," *Journal of Marketing Research*, XL (February), 65-79.
10. Bolton, Lisa E., Luk Warlop, and Joseph W. Alba (2003), "Consumer Perceptions of Price (Un)Fairness," *Journal of Consumer Research*, 29 (March), 474-491.
11. Reed II, Americus, David B. Wooten & Lisa E. Bolton (2002), "The Temporary Construction of Consumer Attitudes," *Journal of Consumer Psychology*, 12 (4), 375-388.

INVITED PAPERS/BOOK CHAPTERS

12. Grunert, Klaus G., Lisa E. Bolton, Monique M. Raats (2011), "Processing and acting upon nutrition labeling on food: The state of knowledge and new directions for transformative consumer research," in *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers* (ed. David Mick, Simone Pettigrew, Connie Pechmann, and Julie Ozanne), forthcoming.

13. Bolton, Lisa E. (2011), "Perceived Price Fairness: The Contributions of Kent B. Monroe," in *Legends in Marketing Series: Kent Monroe* (ed. Jagdish Sheth), Volume 4, Sage Publications.
14. Bolton, Lisa E. (2008), "Caveat Professor: A Tribute to Joseph W. Alba," in *the Paul D. Converse Symposium Proceedings*.
15. Reed II, Americus, and Lisa E. Bolton (2005), "The Complexity of Identity," *Sloan Management Review*, 46 (3), 18-22.

WORKING PAPERS / UNDER REVIEW

16. Scott, Maura L, Martin Mende, and Lisa E. Bolton, "Are Consumers Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships."
17. Bolton, Lisa E., and Anna S. Mattila, "A Reservoir of Goodwill? How Corporate Social Responsibility Affects Service Recovery".
18. Chen, Haipeng, Lisa E. Bolton, and Sharon Ng, "Culture, Relationship Norms and the Dual Entitlement Principle."
19. Bhattacharjee, Amit, Lisa E. Bolton, and Americus Reed II, "License to Lapse: Lay Theories and a Healthy Lifestyle."
20. Bolton, Lisa E., "Believing in First Mover Advantage."

RESEARCH IN PROGRESS

1. "Functional Innovations" (with Aaron Garvey), partially funded by a Smeal Research Grant.
2. "Accentuate the Positive: How Identity Affects Customer Satisfaction" (with Kalpesh Desai and Tilotamma Ghose).
3. "Religion and Consumer Decision-making" (with Jamie Hyodo).
4. "Marketplace Metacognition in China," (with Hean Tat Keh and Zhi Lu).

INVITED PRESENTATIONS

1. Bolton, Lisa E (2011), "Revealing the Downside of Remedy Marketing," MAPP, Aarhus University.
2. Bolton, Lisa E (2011), "Undoing the Boomerang of Remedy Marketing," DAN Management and Organizational Studies, University of Western Ontario.
3. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2010), "Stuck in Debt: How Loan Marketing Affects Consumer Personal Finances," University of Notre Dame.
4. Bolton, Lisa E. (2010), "How (NOT) to Publish TCR?," presented at the 2010 AMA Sheth Foundation Doctoral Consortium, Texas Christian University.

5. Bolton, Lisa E. (2008), "Caveat Professor: A Tribute to Joseph W. Alba," presented at the Paul D. Converse Symposium, University of Illinois, Champaign, Illinois.
6. Bolton, Lisa E. (2008), "How do Price Fairness Perceptions Differ Across Culture?," Penn State (Feb); Texas A&M (Nov).
7. Bolton, Lisa E. (2007), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA," University of Michigan (Oct); Duke University (Oct).
8. Bolton, Lisa E. (2007), "Society and the Marketplace," AMA Sheth Foundation Doctoral Consortium, Arizona State University.
9. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?," Southern Ontario Behavioral Decision Research Conference, University of Western Ontario, Canada.
10. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?," The Annenberg School for Communication, University of Pennsylvania (Feb); Temple University (April).
11. Bolton, Lisa E., Jane Machin, and Jessica Lilie (2005), "Consumer Research in a New Media World: Analyzing Bulletin Board Content," Marketing Science Institute Fall Board of Trustees Meeting and Conference on Connecting with Customers in a Complex World, Chicago.
12. Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2005), "The Marketing of "Get Out of Jail Free Cards": How Smoking Cessation Aids Encourage Smoking," Transdisciplinary Tobacco Use Research Center, University of Pennsylvania.
13. Bolton, Lisa E., et al. (2005), "Does Marketing Products as Remedies Create "Get of Jail Free Cards"?" and "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", Virginia Tech University.
14. Bolton, Lisa E. and Joseph W. Alba (2005), "Consumer Response to Goods versus Services", University of South Carolina.
15. Bolton, Lisa E. and Jatin Atre (2005), "The Effects of Creativity in Advertising on Persuasion," MSI Young Scholar's Program, Park City, Utah.
16. Bolton, Lisa E., Luk M. Warlop and Joseph W. Alba (2003), "Explorations in Price (Un)Fairness." University of Virginia; University of Georgia.
17. Bolton, Lisa E. (2000), "Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting," presented at Procter & Gamble Corporation, Cincinnati, Ohio.

CONFERENCE PRESENTATIONS

1. Bolton, Lisa E., and Anna S. Mattila (2012), "Can Corporate Social Responsibility Mitigate the Harmful Effects of Service Failures?", 21st Annual Frontiers in Service Conference, Maryland, MD.

2. Bolton, Lisa E (2012), "Conversation on Helping Consumers," invited panelist at the 2012 Society for Consumer Psychology Doctoral Consortium, Las Vegas, Nevada.
3. Bolton, Lisa E. (2011), "Revealing the Downside of Remedy Marketing," First Annual Marketing Academic Research Colloquium (MARC), University of Maryland, College Park, MD.
4. Bolton, Lisa E., and Gergana Y. Nenkov (2011), "Developing Programmatic Research," invited panelist at the 2011 Society for Consumer Psychology Doctoral Consortium, Atlanta, Georgia.
5. Scott, Maura L., Martin Mende, and Lisa E. Bolton (2010), "Judging a Book by Its Cover: How Consumers Perceive Conspicuous Consumption by Others," in a special session titled "Conspicuous Consumption in a Recession," Association for Consumer Research Conference, Jacksonville FL.
6. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2010), "Stuck in Debt: How Loan Marketing Affects Consumer Personal Finances," First Annual Boulder Summer Conference on Consumers' Financial Decision Making, Boulder CO.
7. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2010), "Stuck in Debt: How Loan Marketing Affects Consumer Personal Finances," in a special session titled "Helping Consumers Avoid Poor Financial Decisions," Marketing & Public Policy Conference, Denver CO.
8. Garvey, Aaron, and Lisa E. Bolton (2010), "Hedonic-Utilitarian Goal Balancing as the Result of Functional Food Consumption," Society for Consumer Psychology, St. Petersburg FL. Winner of best working paper award.
9. Bhattacharjee, Amit, Lisa E. Bolton, and Americus Reed II (2009), "License to Lapse: The Effects of Weight Management Product Marketing on a Healthy Lifestyle," in a special session titled "The Influence of Lay Beliefs on Consumers' Food Consumption Decisions," Association for Consumer Research Conference, Pittsburgh PA.
10. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2009), "How do Price Fairness Perceptions Differ Across Culture?" in the special session titled "Where's My Bail-out? A New Look at Factors affecting Consumer Fairness Perceptions in the Age of Vengeful Populism," Association of Consumer Research Conference, Pittsburgh PA.
11. Bolton, Lisa E. (2009), "Psychological Research Advances: At the Frontier," discussant at the Public Policy & Marketing Conference, Washington DC.
12. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2009), "How do Price Fairness Perceptions Differ Across Culture?" Yale China-India Consumer Insights Conference, New Haven CT.
13. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2008), "Understanding and Improving Consumer Personal Finances," roundtable session, Association for Consumer Research Conference, San Francisco, California.
14. Bolton, Lisa E. (2008), "Exclude or Include? Consideration Set Strategies and the Choice Process," discussant in a special session, Association for Consumer Research Conference, San Francisco, California.

15. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2008), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA," Behavioral Pricing Conference, Philadelphia, Pennsylvania.
16. Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2007), "Consumer Perceptions and Preference for Traditional Chinese versus Western Medicine in China," in a special session titled "Health Marketing: Understanding Consumer Response to Risk and Remedy Marketing," Association for Consumer Research Conference, Memphis, Tennessee.
17. Bolton, Lisa E., and Joseph W. Alba (2007), "When Less is More: Consumer Aversion to Waste," in a special session titled "Consumption Over Time: Predictions of Future Use and Value," Association for Consumer Research Conference, Memphis, Tennessee.
18. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?," Transformative Consumer Research Conference, The Tuck School, Dartmouth College. Winner of a Conference Best Paper Award.
19. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2006), "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", in a special session titled "Health Marketing: How Consumers Cope", Association for Consumer Research Conference, Orlando, Florida.
20. Bloom, Paul N., and Lisa E. Bolton (2006), "Why Improved Nutritional Labels May not Help Combat Obesity," in a special session titled "Fighting Obesity in Away-from Home Consumption: Healthier Food, Better Nutritional Labels, or Menu Assortment?," Association for Consumer Research Conference, Orlando, Florida.
21. Bolton, Lisa E., et al. (2005), "Does Marketing Products as Remedies Create "Get of Jail Free Cards"?" and "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", Decision Processes Colloquium, University of Pennsylvania.
22. Bolton, Lisa E. and Joseph W. Alba (2005), "Consumer Response to Goods versus Services", Society for Consumer Psychology Conference, St. Petersburg, Florida.
23. Bolton, Lisa E. and Americus Reed II (2003), "Sticky Priors: Identity and Reasoning in Judgment," Association for Consumer Research Conference, Toronto, Canada.
24. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2003), "The Marketing of "Get of Jail Free Cards": How Remedies Encourage Risky Consumption Behavior," 4-Schools (NYU, Yale, Columbia, Wharton) Conference.
25. Bolton, Lisa E., Luk Warlop and Joseph W. Alba (2002), "Consumer Perceptions of Price (Un)Fairness," Association for Consumer Research, Atlanta, GA.
26. Bloom, Paul N., Lisa E. Bolton and Joel B. Cohen (2001), "Are there Unintended Consequences of Nicotine Replacement Messages?," Public Policy and Marketing Conference, Washington DC.
27. Bolton, Lisa E. (2000), "Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting," presented at Procter & Gamble Corporation, Cincinnati, Ohio.

28. Cohen, Joel B., and Lisa E. Bolton (1997), "The Direction of Post-Decision Thinking: Looking Forward Rather Than Looking Back," Society for Consumer Psychology, St. Petersburg, Florida (reproduced in *Winter Conference Proceedings*, Society for Consumer Psychology).
29. Smith, John M., Fred W. Unger, and Lisa E. Bolton (1995), "Electromagnetic Interference: Strategies for Management in the Clinical Environment," Electromagnetics, Health Care & Health Workshop, 17th Annual International Conference of the IEEE Engineering in Medicine and Biology Society, Montreal, Canada, Sep 19-20 (reproduced in *EMBC95 Conference Proceedings*, IEEE).
30. Segal, Bernard, John M. Smith & Lisa E. Bolton (1995), "Follow-up on Electromagnetic Interference (EMI): Other People's Solutions," presented in the Biomedical Engineering series of Telemedicine Canada, June 19.

TEACHING

- Customer Behavior, Undergraduate, Smeal, 2008-present.
- Introductory Customer Behavior, Ph.d. seminar, Smeal, 2009-present.
- Special Topics in Consumer Behavior, Ph.d. seminar, Smeal, 2009-present.
- Consumer Behavior, Ph.d. seminar, Wharton, 2001-2003
- Advanced Topics in Consumer Behavior, Ph.d. seminar, Wharton, 2004-2005
- Customer Behavior, MBA, Wharton, 2003, 2007
- Customer Behavior, Undergraduate, Wharton, 2001-present.
- International Marketing, Undergraduate, University of Florida, 1998.
- Other seminars: "Questionnaire Design" (PSMA 2009-10); "The Grey Zone Between Food and Pharma" (Scandinavian International Management Institute, 2008) "Building Brand Community" (Wharton Clubs 2006), "Self-Image as it Relates to Advertising and Medications" (CHORD 2003), "Marketing's Influence on Consumer Behavior" (Penn Preceptorial 2002); "Marketing and Warfare: Military Maneuvers in the Marketplace" (Penn Preceptorial 2004).
- Other experience: Game Administrator and Coach for BrandMAPS Marketing Strategy Game for executive seminars at Intel and Accenture (with Randall G. Chapman) and in executive MBA program at UFlorida (with Alan Sawyer).

SERVICE

Association Activities:

- American Marketing Association 2007 Track Co-Chair (with Kwaku Atuahene-Gima), "Creating Value Through Products and Services"
- Association of Consumer Research 2004, 2008 and 2009 Conferences, member of Program Committee
- Society for Consumer Psychology, 2009 Conference, member of Program Committee

Reviewing:

- Editorial Review Board, Journal of Public Policy & Marketing (2005-present)
- Editorial Review Board, Journal of Consumer Research (2002-2005, 2011-2012)
- Editorial Review Board, Journal of Marketing (2005-2011)
- Ad Hoc Reviewing: Journal of Marketing, Journal of Consumer Research, Journal of Public Policy & Marketing, Marketing Science, Journal of Marketing Research, MSI Alden G. Clayton Dissertation Proposal Competition, SCP Sheth Doctoral Dissertation Competition, SSHRC Canada and other grant competitions, various conferences.

Smeal Research Advising:

- Doctoral Thesis Advisor: Aaron Garvey (2012)
- Doctoral Thesis Committees: Ellen Kim (Hospitality, 2011)
- Undergraduate Research Advisor: Helen Wang (2012), Magdalen Lucci (2011), Delanie Bakos (2010), Elizabeth Rogers (2010), Wendy Shi (2010)

Smeal Service Activities:

- Undergraduate Honors Advisor for Marketing, 2012-present
- Ph.D. Coordinator for Marketing, 2010-present
- Ph.D. Policy Committee, Department Advisory Committee, Candidacy Committee (2010)
- Marketing Doctoral Committee, 2008-09
- Smeal Clinical Promotion and Tenure Committee, 2009-11
- Smeal Promotion and Tenure Committee, 2009-10
- Smeal Undergraduate Advisory Committee, 2009-10

Wharton Research Advising:

- Doctoral Thesis Advisor: Jane Machin 2006
- Doctoral Thesis Committees: Ritesh Saini (2008), Jeff Larson (2006), Jerry Zhao (2005), Tony Cui (2005), Soonyeon Nikki Lee (NYU 2004)
- Master's Research Advisor: Yuyu Zeng (2007)
- MBA Research Advisor: Debby Bielak (2004)
- Undergraduate Research Advisor: Sari Eisendrath (2003), Boris Schochat (2004), Lauren Titus (2004)

Wharton Service Activities:

- Marketing Doctoral Committee, 2003-2008
- Marketing Undergraduate Curriculum Committee 2001-2004
- Wharton Undergraduate Curriculum Committee 2003-2004
- Consultant/advisor to Behavioral Research Lab and Wharton Advisory Panel of Executives (APEX), 2007-2008

AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology

**PROFESSIONAL
BACKGROUND**

- 1989-1995 Clinical Engineer, Mount Sinai Hospital, Toronto Canada
- 1990-1995 Consulting at North York General Hospital and Women's College Hospital, Toronto Canada
- 1983-1987 Officer, Canadian Forces

OTHER

Country of Citizenship: Canada
Permanent Resident of the United States of America