

Curriculum Vitae

Keith E. Niedermeier

2003

Office Address: Department of Marketing
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Pennsylvania State University
University Park, PA 16802-3007

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EDUCATIONAL HISTORY:

Ph.D. Michigan State University, May 1999
Major: Social Psychology
Minor: Quantitative Methods
Dissertation: (advisor: N.L. Kerr) The role of mental simulation in causal decision-making.

M.A. University of Toledo, August 1995
Major: Social Psychology
Minors: Cognition, Quantitative Methods
Thesis: (advisor: I.A. Horowitz) The effects of fairness of law, pretrial publicity, and defendant sympathy on jury nullification.

B.A. (cum laude) University of Toledo, June 1993
Major: Psychology

EMPLOYMENT HISTORY:

1999-present Assistant Professor, Department of Marketing
The Pennsylvania State University

1995-1999 Graduate Assistant/Instructor, Department of Psychology
Michigan State University

1993-1995 Graduate Assistant, Department of Psychology
University of Toledo

1989-1993 Production Coordinator,
The Lauerer Markin Group, a marketing communications and public relations firm, Maumee, Ohio

PUBLICATIONS:

Niedermeier, K.E., Horowitz, I.A., & Kerr, N.L. (2001). Exceptions to the rule: The effects of remorse, status, and gender on decision making. Journal of Applied Social Psychology, 31, 604-623.

Kerr, N.L., Horowitz, I.A., & Niedermeier, K.E. (2001). The Law's Quest for Impartiality: Juror Nullification. Brooklyn Law Review, 66, 1207-1249.

McConnell, A.R., Niedermeier, K.E., Leibold, J.M., El-Alayli, A.G., Chin, P.P., & Kuiper, N.M. (2000). What if I find it cheaper someplace else?: The role of prefactual thinking and anticipated regret in consumer behavior. Psychology and Marketing, 17, 281-298.

Kerr, N.L., Niedermeier, K.E., & Kaplan, M.F. (2000). On the virtues of assuming minimal information processing in groups. Group Processes and Intergroup Relations, 3, 203-217.

Kerr, N.L., Niedermeier, K.E., & Kaplan, M.F. (1999). Bias in jurors vs. bias in juries: New evidence from the SDS perspective. Organizational Behavior and Human Decision Processes, 80, 70-86.

Niedermeier, K.E., Horowitz, I.A., & Kerr, N.L. (1999). Informing jurors of their nullification power: A route to a just verdict or judicial chaos? Law and Human Behavior, 23, 331-351.

Niedermeier, K.E., Kerr, N.L., & Messé, L.A. (1999). Jurors' use of naked statistical evidence: Exploring the bases and implications of the Wells Effect. Journal of Personality and Social Psychology, 76, 533-542.

BOOKS:

von Eye, A., & Niedermeier, K.E. (1999). Statistical analysis of longitudinal categorical data in the social and behavioral sciences. Hillsdale, NJ: Erlbaum.

MANUSCRIPTS SUBMITTED FOR PUBLICATION:

Fujikawa, Y., Niedermeier, K.E., & Ross, W.T. Cross Channel inconsistency: A Self/other Focused Model of Consumer Reactions to Within vs. Between Retailer Price Differences. (Submitted to Journal of Marketing, July 2003).

Goldberg, M.E., Niedermeier, K.E., Bechtel, L.J., & Gorn, G.J. Using The Persuasion Knowledge Model To Combat Alcohol Use Among Adolescents. (Submitted to Journal of Marketing, July 2003).

MANUSCRIPTS IN PREPARATION:

Fujikawa, Y., Niedermeier, K.E., & Ross, W.T. The Role of Experienced and Anticipated Regret in Inaction Inertia. (Final writing stage, to be submitted to Journal of Consumer Research, Summer 2003).

Fujikawa, Y., Niedermeier, K.E., & Ross, W.T. Expectation and Betrayal in Consumer-Retailer Relationships. (Writing stage, to be submitted to Journal of Consumer Research, Fall 2003).

Niedermeier, K. E., Chang, J.E., & Sujan, M. The Simultaneous Process of Blending In and Standing Out: How Consumers Use Possessions in Optimal Distinctiveness. (Writing stage, targeted at Journal of Consumer Research).

Niedermeier, K.E. & Ross, W.T. The role of mental simulation in consumer decision making. (In data collection stage, targeted at Journal of Consumer Research).

CONFERENCE PRESENTATIONS:

Fujikawa, Y., Niedermeier, K.E., & Ross, W.T. (2003, February). Multi-Channel Consumers: Attributional, Affective, and Behavioral Reactions To Cross-Channel Price Difference. Presented at Society for Consumer Psychology Winter Conference, New Orleans, LA.

Kerr, N.L., Horowitz, I.A., & Niedermeier, K.E. (2000, October). The Law's Quest for Impartiality: Juror Nullification. Presented at The Jury in the Twenty-first Century Conference, Brooklyn Law School, Brooklyn, NY.

Niedermeier, K.E. & Ahearne, M.J. (2000, May). When not to apologize: How apology affects responses to product recalls. Presented at the 29th European Marketing Academy Conference, Rotterdam, Netherlands.

Niedermeier, K.E., Kerr, N.L., & Messé, L.A. (2000, May). The effects of cognitive elaboration and mental simulation on decision making. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, & Ahearne, M.J. (2000, May). When not to apologize: Expectation violation and responses to apology. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Kerr, N.L., Niedermeier, K.E., & Kaplan, M.F. (1998, June). On the virtues of assuming minimal information processing in groups. Presented at the First International German Conference on Group Research: Information Processing in Groups, Berlin, Germany.

Niedermeier, K.E., Kerr, N.L., & Messé, L.A. (1998, April). The role of mental simulation in jurors' use of naked statistical evidence. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, K.E., Horowitz, I.A., & Kerr, N.L. (1998, April). The effects of nullification instructions, defendant status, and remorse on jury decision making. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, K.E., Gabriel, S., & Moreno, K. (1997, May). The effect of nullification instructions on stereotypic biases. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Kerr, N.L., Niedermeier, K.E., & Kaplan, M.F. (1997, May). Bias in jurors vs. bias in juries: New evidence from the Davisonian perspective. Presented at the conference for Group Research in the Late 20th Century: A Celebration of the Illinois School, Urbana, IL.

Niedermeier, K.E., & Kerr, N.L. (1996, May). The role of naked statistical evidence in juror decision making. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

Niedermeier, K.E. & Horowitz, I.A. (1995, July). Effects of law fairness, defendant sympathy, and pretrial publicity on jury nullification. Presented at the American Psychological Society Annual Convention, New York, NY.

Niedermeier, K.E., Grahe, J.E., & Sherman-Williams, B. (1995, May). The effects of appeal and incentive on mail survey response rates among college students. Presented at the Annual Meeting of the Midwestern Psychological Association, Chicago, IL.

OTHER PUBLICATIONS:

Niedermeier, K.E. (2003). Intellectual Diversity in Marketing. APS Observer, 16, P. 19.

PRESS COVERAGE:

Centre Daily Times (2001, January 14). In living color: Everything from appliances to power tools are now available in kitschy colors. P. C-1.

Psychology Today (1999, October). Words that say "convict." P. 10.

TEACHING EXPERIENCE:

Buyer Behavior (MKTG 330, undergraduate)
The Pennsylvania State University
Spring 2000 – Present; Enrollment: 40
Mean instructor rating: 6.55 (7-point scale, 7 = superior)

Theo. Pers. in Buyer Behavior (MKTG 551, graduate)
The Pennsylvania State University
Fall 2001, Fall 2003; Enrollment: 12
Mean instructor rating: 6.16 (7-point scale, 7 = superior)

Behavioral Statistics and Data Analysis (PSY 295)
Michigan State University
Fall 1998, Spring 1998; Enrollment: 150
Mean instructor rating: 1.49 (5-point scale, 1 = superior)

Social Psychology (PSY 235)
Michigan State University
Summer, 1999, Summer 1998, Summer 1997; Enrollment: 60
Mean instructor rating: 1.57 (5-point scale, 1 = superior)

Interpersonal Relationships and Groups (PSY 441)
Michigan State University
Spring 1997; Enrollment: 25
Mean instructor rating: 1.49 (5-point scale, 1 = superior)

DISSERTATION AND THESES COMMITTEES:

Co-Chair, Yoshi Fukikawa, Marketing (Ph.D., 2003)
Member, Kirsten Grasshoff, Marketing (Ph.D., 2003)
Member, Carmen Stavrositu, Communications (M.A., 2003)
Member, Amanda Rotondo, Communications (M.A., 2003)
Chair, Gene Walsh, Marketing (Honors Thesis, 2003)
Chair, K.C. Parker, Marketing (Honors Thesis, 2001)

TEACHING INTERESTS (undergraduate or graduate):

- Consumer Behavior
- Advertising and Promotion
- Marketing Research
- Public Relations
- Statistics
- Services Marketing

OTHER ACTIVITIES:

2003	American Marketing Association Collegiate Chapters Council
2000-Present	Advisor - Penn State Marketing Association (PSMA), the collegiate chapter of the American Marketing Association.
2000-2002	Coordinator - Penn State Undergraduate Marketing Majors' Forum

PROFESSIONAL ORGANIZATION MEMBERSHIPS:

- American Marketing Association
- American Psychological Association
- American Psychological Society
- Association for Consumer Research
- Midwestern Psychological Association
- Society for Consumer Research
- Society for Personality and Social Psychology

AD HOC REVIEWING:

2003	<u>Analyzing Rater Agreement – Manifest Variable Method</u> , Hillsdale, NJ: Erlbaum.
2000	Association for Consumer Research Conference
1999	<u>Law and Human Behavior</u>
1998	<u>Basic and Applied Social Psychology</u>

EDITORIAL EXPERIENCE:

1995-1996	Student Editorial Board <u>Law and Human Behavior</u>
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GRANTS:

2001	Niedermeier, K.E. & Ross. W.T. The role of mental simulation in consumer decision making. Division of Research, Smeal College of Business, \$8,333.
2000	Niedermeier, K.E., & Ahearne, M.J. When not to apologize: How non-apology affects reactions to service and product failure. Division of Research, Smeal College of Business, \$5900.