

Justin Pomerance

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Paul College of Business and Economics
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Education

- Ph.D. University of Colorado, Boulder: 2020
Business Administration (Marketing)
- Dissertation: *Two Essays Toward a Conceptual Framework for the Pain of Paying*
- B.A. Middlebury College: 2013 (*Magna cum Laude*)
Economics (*Highest Honors*)

Publications

Pomerance, Justin, Nicholas Light and Lawrence E. Williams (equal authorship; 2021),
“In These Uncertain Times: Fake News Amplifies the Desires to Save and Spend
in Response to COVID-19,” *Journal of the Association for Consumer Research*,
forthcoming.

Research in Progress

Under Review

Hattula, Johannes, **Justin Pomerance** and Leaf Van Boven, “How Similarity Affects
Managers’ Belief Updating towards Market Research Results in Consumer
Preference Predictions.”
Revise and resubmit at the Journal of Marketing

Pomerance, Justin, Nicholas Reinholtz, “Pain of Paying and the Goal to Maintain
Financial Slack.”
Based on dissertation research
Under review at the Journal of Consumer Research

Campbell, Margaret C., **Justin Pomerance** and Caleb Warren (equal authorship), “Do Environmental Changes Influence Consumers’ Goal Orientation? The Case Of The Covid-19 Pandemic.”

Under review at the Journal of Consumer Psychology

In Preparation

Pomerance, Justin and Leaf Van Boven, “Party Over Product: the Role of Politics in Choosing Consumption Decisions for the Self and for Others.”

Campbell, Margaret C., **Justin Pomerance** and Caleb Warren (equal authorship), “Moderating the Progress Bias: The Role of Regulatory Focus.”

Earlier stage

Pomerance, Justin, “Perceptions of control and pain of paying.”

Based on dissertation research

Conferences

Doctoral Conferences

AMA Sheth Foundation Doctoral Consortium (2019: New York)

Yale Whitebox Conference (2019: New Haven)

Summer Institute on Bounded Rationality (2017: Berlin)

Conference Presentations

Party Over Product: the Role of Politics in Choosing Consumption Decisions for the Self and for Others (with Leaf Van Boven), poster at the Society for Consumer Psychology Conference (2019: Savannah).

Beyond Paper or Plastic: Mental Representations of Financial Resources Influence Pain of Payment (with Nicholas Reinholtz and Avni M. Shah), poster at the Society for Consumer Psychology Conference (2017: Dallas), special session co-chaired with Nicholas Reinholtz at the Association for Consumer Research Conference (2018: Dallas TX), Leeds School of Business MRSS Speaker Series (2018).

Impacts of the 2008 Financial Crisis on Social Trust (with Laura Michaelson), poster at the Consumer Financial Decision Making Conference (2017: Boulder).

Moderating the Progress Bias: The Role of Regulatory Focus (with Margaret C. Campbell and Caleb Warren), special session co-chaired with Margaret C. Campbell at the Society for Consumer Psychology (2017: San Francisco).

Editing Entertainment: Length Constraints, Product Quality, And The Motion Picture Industry (with Peter McGraw and Anika Stuppy), ISMS Marketing Science Conference (2017: Los Angeles CA), European Marketing Association Conference, (2017: University of Groningen)

Selected Doctoral Coursework

General Statistics	Charles Judd, Josh Correll
Quasi Experimental Design	Allison Atteberry
Multi-level Modeling	Allison Atteberry
Consumer and Managerial Decision Making	Peter McGraw
Advanced Research Methods	Angela Bryan
Multivariate Methods	James Nelson
Psychological Approaches to Marketing	Lawrence Williams
Applications of Social Psychology	Leaf Van Boven
Design of Experiments in Business	Nick Reinholz
Empirical Models in Marketing	Yacheng Sun

Research Interests

Pain of payment
Economic psychology
Goal pursuit

Teaching Experience

Digital Marketing: Instructor (spring 2017, spring 2018)
Nominated for Frasca Teaching Excellence Award (2017)
Winner of 2017–2018 Graduate Student Teaching Excellence Award
Winner of Spring 2018 PhD Teaching Award (listed below)

Fundamentals of Data Analytics: Teaching Assistant (Nick Reinholtz, summer 2018)
Digital Marketing: Teaching Assistant (Laura Kornish; spring 2017)
MBA Digital Marketing: Teaching Assistant (Laura Kornish; fall 2016)
BASE Business: Guest Lecturer and Data Analyst (Mary Beth Lewis, spring 2016, 2017; Heather Adams, fall 2016)

Recognition

AMA Sheth Foundation Doctoral Consortium (2019: New York)
PhD Teaching Award (spring 2018)
Graduate Student Teaching Excellence Award (2017-2018)
University Fellowship (2017)
Gerald Hart Doctoral Research Fellowship (summer 2016, summer 2018)
Frascona Excellence in Teaching Award Nomination (not eligible to win as PhD Student;
spring 2017)

Service

President of Doctoral Business Student Association (2017–2018, 2018–2019)
Trainee Reviewer, *Journal of Consumer Research*
Reviewer, Society for Consumer Psychology Conference (2017, 2018)