

Justin Pomerance

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Academic Appointments

Fall 2020 – present: Assistant Professor of Marketing, Peter T. Paul College of Business and Economics, University of New Hampshire.

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), “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*, 2022.

Research in Progress

Under Review

Campbell, Margaret, Erin Percival-Carter and Justin Pomerance “How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness.”
Risky revision at the Journal of Consumer Research

Pomerance, Justin, Nicholas Reinholtz, “Cut Me Some Slack! Pain of Paying and the Goal to Maintain Financial Slack.”

Under review at the Journal of Consumer Psychology

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

Under review at the Journal of Consumer Research

Research In Progress

Joe Gladstone and Justin Pomerance “Believing in a Brighter Future: Optimism Promotes Savings Among Low Income Households.”

In preparation for submission to the Journal of Personality and Social Psychology

Pomerance, Justin, Nicholas Light and Lawrence E. Williams (equal authorship), “Biting The Bullet: People Overestimate Consumer Backlash Against Firm Action To Reduce Gun Violence.”

Targeted at the Journal of Marketing

Pomerance, Justin and Sharaya Jones (equal authorship), “Thanks, it was on Sale! The Desire to Justify Prices Paid to Others”

Targeted at the Journal of Consumer Psychology

Pomerance, Justin, “Fear Itself: Overestimating Mental Health Stigma Reduces Intentions to Consume of Mental Health Services.”

Targeted at Marketing Letters

Conferences

Conference Presentations

Biting The Bullet: People Overestimate Consumer Backlash Against Firm Action To Reduce Gun Violence (with Lawrence Williams and Nicholas Light), poster at the Society for Judgment and Decision Making Conference (2022), and the Association for Marketing Research Conference on Public Policy and Marketing (2022: Austin TX).

Believing in a Brighter Future: Optimism Promotes Savings Among Low Income Households (with Joe Gladstone), special session at the Association for Consumer Research Conference (2021).

Thanks, it was on Sale! The Desire to Justify Prices Paid to Others (with Sharaya Jones), poster at the Society for Consumer and Psychology Conference (2022).

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 Reinhardt and Avni M. Shah), poster at the Society for Consumer Psychology Conference (2017: Dallas), special session co-chaired with Nicholas Reinhardt 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 Doctoral Conferences

AMA Sheth Foundation Doctoral Consortium (2019: New York)
Yale Whitebox Conference (2019: New Haven)
Summer Institute on Bounded Rationality (2017: Berlin)

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

UNH

Digital Marketing (fall 2020, 2021, spring 2021)
Integrated Marketing Communications (fall 2021, 2022, spring 2021, 2022)

CU Boulder

Digital Marketing: Instructor (spring 2017, spring 2018)
Nominated for Frascona 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

UNH

Member D&I Committee
Spring 2022: administered documentary club
Holloway Competition Judge, Spring 2021

CU Boulder

President of Doctoral Business Student Association (2017–2018, 2018–2019)

Trainee Reviewer, *Journal of Consumer Research*

Reviewer, Society for Consumer Psychology Conference (2017, 2018)