

# ALEXANDER CHERNEV

## Curriculum Vitae

Kellogg School of Management, Northwestern University  
2211 Campus Drive, Evanston, IL 60208  
Phone: (847) 467-4095, E-mail: ach@northwestern.edu

<b>Academic Positions</b>	<i>Professor</i>	Kellogg School of Management, Northwestern University, 2012 – present
	<i>Associate Professor</i>	Kellogg School of Management, Northwestern University, 2001 – 2012
	<i>Assistant Professor</i>	Kellogg School of Management, Northwestern University, 1998 – 2001
	<i>Visiting Assistant Professor</i>	Kellogg School of Management, Northwestern University, 1997 – 1998
<b>Education</b>	Ph.D.	Marketing, Duke University, 1997
	Ph.D.	Psychology, Sofia University, 1990
	B.A.	Psychology, Sofia University, 1986
<b>Honors &amp; Awards</b>	<i>Top Professor, Kellogg-HKUST Executive MBA Program.</i> Elected by graduating students (KH23 and KH24), 2023	
	<i>Top Cited Article, Journal of Consumer Psychology</i> , 2021-2023	
	<i>Top Professor, Kellogg Executive MBA Program.</i> Elected by graduating students (EMP120), 2021	
	<i>Top Cited Article, Journal of Consumer Psychology</i> , 2020-2021	
	<i>Top Professor, Kellogg Executive MBA Program.</i> Elected by graduating students (EMP119), 2020	
	<i>Top Professor, Kellogg Executive MBA Program.</i> Elected by graduating students (EMP112), 2019	
	<i>Top Professor, Kellogg Executive MBA Program.</i> Elected by graduating students (EMP111), 2018	
	<i>Top Professor, Kellogg Executive MBA Program.</i> Elected by graduating students (EMP109), 2018	
	<i>Top Professor, Kellogg Executive MBA Program.</i> Elected by graduating students (EMP105), 2017	
	<i>Top Professor, Kellogg Executive MBA Program.</i> Elected by graduating students (EMP104), 2017	

*Top Professor, Kellogg Executive MBA Program.* Elected by graduating students (EMP103), 2016

*Top Professor, Kellogg Executive MBA Program.* Elected by graduating students (EMP100), 2016

*Academic Trustee, Marketing Science Institute,* 2014 – present

*Top Professor, Kellogg Executive MBA Program.* Elected by graduating students (EMP97), 2015

*Top Professor, Kellogg Executive MBA Program.* Elected by graduating students (EMP93), 2014

*Top Professor, Kellogg Executive MBA Program.* Elected by graduating students (EMP92), 2014

*Top Professor, Kellogg Executive MBA Program.* Elected by graduating students (EMP89), 2013

*Top Professor, Kellogg Executive MBA Program.* Elected by graduating students (EMP88), 2013

*The High-Impact Article for 2011, Journal of Consumer Psychology Faculty Impact Award.* Given by students to faculty demonstrating “true excellence in interactions with students,” 2009

*Outstanding Reviewer, Journal of Consumer Research,* 2008

*Early Career Contribution Award, Society for Consumer Psychology / American Psychological Association,* 2005, given annually to the most productive researcher in the field of consumer behavior who has been a faculty member for less than ten years

*Fellow, Young Scholars Program, Marketing Science Institute,* 2005

*Outstanding Reviewer, Journal of Consumer Research,* 2003

*Chair’s Core Course Teaching Award, Kellogg School of Management,* 2002 – 2003

*McManus Research Chair, Kellogg School of Management,* 1998 – 1999, 2001 – 2002

*Kraft Research Chair, Kellogg School of Management,* 2000 – 2001

*Fellow, American Marketing Association Doctoral Consortium,* 1996

## RESEARCH

**Research Articles**

1. Chernev, Alexander, Sean Blair, Ulf Böckenholt, and Himanshu Mishra (2024), "Is Sustainability a Liability? Green Marketing and Consumer Beliefs about Eco-Friendly Products." *Journal of Public Policy & Marketing*

2. Alexander Chernev and Sean Blair (2021), “When Sustainability Is Not a Liability: The Halo Effect of Marketplace Morality,” *Journal of Consumer Psychology*
3. Chernev, Alexander and Ryan Hamilton (2018), “Price Image in Retail Management,” in *Handbook of Research on Retailing*. K. Gielens and E. Gijsbrechts, eds. Northampton: Edward-Elgar Publishing
4. Alexander Chernev and Sean Blair (2015), “Doing Well by Doing Good: The Benevolent Halo of Social Goodwill,” *Journal of Consumer Research*; featured as a Marketing Science Institute Report
5. Chernev, Alexander, Ulf Böckenholt, and Joseph Goodman (2015), “When Product Assortment Leads to Choice Overload: A Conceptual Review and Meta-Analysis,” *Journal of Consumer Psychology*
6. Kahn, Barbara, Alexander Chernev, Ulf Böckenholt, Kate Bundorf, Michaela Draganska, Ryan Hamilton, Robert Meyer, and Klaus Wertenbroch (2014), “Consumer and Managerial Goals in Assortment Choice and Design,” *Marketing Letters*
7. Hamilton, Ryan and Alexander Chernev (2013), “Low Prices are Just the Beginning: Price Image in Retail Management,” *Journal of Marketing*, lead article; featured in *Harvard Business Review* (2014)
8. Brough, Aaron and Alexander Chernev (2012), “When Opposites Detract: Categorical Reasoning and Subtractive Valuations of Product Combinations,” *Journal of Consumer Research*; featured in *Harvard Business Review*
9. Chernev, Alexander (2012), “Product Assortment and Consumer Choice: An Interdisciplinary Review,” *Foundations and Trends in Marketing*
10. Chernev, Alexander, Ryan Hamilton, and David Gal (2011), “Competing for Consumer Identity: Limits to Self-Expression and the Perils of Lifestyle Branding,” *Journal of Marketing* (May); featured as a Marketing Science Institute Report in *Advertising Age* and *Forbes*
11. Chernev, Alexander (2011), “The Dieter’s Paradox,” *Journal of Consumer Psychology* (April); featured in *Scientific American*, *Time Magazine*, *Chicago Tribune*, *Los Angeles Times*, *Prevention*, *Self*, *ABC*, *CBS*, and others. Selected as the high-impact article for 2011 by the *Journal of Consumer Psychology*

12. Chernev, Alexander (2011), "Semantic Anchoring in Sequential Evaluations of Vices and Virtues," *Journal of Consumer Research* (February). Featured in *Scientific American and New York Times*.
13. Chernev, Alexander, Ulf Böckenholt and Joseph Goodman (2010), "Choice Overload: Is There Anything to It?," *Journal of Consumer Research* (October)
14. Chernev, Alexander and David Gal (2010), "Categorization Effects in Value Judgments: Averaging Bias in Evaluating Combinations of Vices and Virtues," *Journal of Marketing Research* (August); featured in *New York Times*
15. Chernev, Alexander and Pierre Chandon (2010), "Calorie Estimation Biases in Consumer Choice," in *Leveraging Consumer Psychology for Effective Health Communications* (Editors: Rajeev Batra, Punam Keller, Victor Strecher). Armonk, NY: M.E. Sharpe
16. Hamilton, Ryan and Alexander Chernev (2010), "The Impact of Product Line Extensions and Consumer Goals on the Formation of Price Image," *Journal of Marketing Research*; featured as a Marketing Science Institute Report
17. Chernev, Alexander and Ryan Hamilton (2009), "Assortment Size and Option Attractiveness in Consumer Choice among Retailers," *Journal of Marketing Research*; featured in *Kellogg Insight*
18. Chernev, Alexander (2009), "Choosing versus Rejecting: The Impact of Goal-Task Compatibility on Decision Confidence," *Social Cognition* 27 (2)
19. Chernev, Alexander (2008), "The Role of Purchase Quantity in Assortment Choice: The Quantity-Matching Heuristic," *Journal of Marketing Research* (April)
20. Chernev, Alexander and Ryan Hamilton (2008), "Compensatory Reasoning in Choice," *The Social Psychology of Consumer Behavior, Frontiers of Social Psychology* (Editors: Arie Kruglanski & Joseph Forgas). New York, NY: Psychology Press
21. Hamilton, Ryan, Jiewen Hong, and Alexander Chernev (2007), "Perceptual Focus Effects in Choice," *Journal of Consumer Research*, 34 (August)
22. Chernev, Alexander (2007), "Jack of All Trades or Master of One? Product Differentiation and Compensatory Reasoning in Consumer Choice," *Journal of Consumer Research*, 34 (March); featured in *New York Times, Forbes, Chicago Tribune, and Kellogg Insight*

23. Chernev, Alexander (2006), "Articulation Compatibility in Eliciting Price Bids," *Journal of Consumer Research*, 33 (December)
24. Chernev, Alexander (2006), "Differentiation and Parity in Assortment Pricing," *Journal of Consumer Research*, 33 (September); featured in *U.S. News & World Report* and *Kellogg Insight*
25. Chernev, Alexander (2006), "Decision Focus and Consumer Choice among Assortments," *Journal of Consumer Research*, 33 (June)
26. Chernev, Alexander (2005), "Context Effects without a Context: Attribute Balance as a Reason for Choice," *Journal of Consumer Research*, 32 (September)
27. Chernev, Alexander (2005), "Feature Complementarity and Assortment in Choice," *Journal of Consumer Research*, 31 (March)
28. Chernev, Alexander (2004), "Goal Orientation and Consumer Preference for the Status Quo," *Journal of Consumer Research*, 31 (December)
29. Chernev, Alexander (2004), "Extremeness Aversion and Attribute-Balance Effects in Choice," *Journal of Consumer Research*, 31 (September)
30. Chernev, Alexander (2004), "Goal-Attribute Compatibility in Consumer Choice," *Journal of Consumer Psychology*, 14 (1&2)
31. Chernev, Alexander (2003), "When More is Less and Less is More: The Role of Ideal Point Availability and Assortment in Choice," *Journal of Consumer Research*, 30 (September)
32. Chernev, Alexander (2003), "Product Assortment and Individual Decision Processes," *Journal of Personality and Social Psychology*, 85 (June); featured in *Monitor on Psychology*
33. Chernev, Alexander (2003), "Reverse Pricing and Online Price Elicitation Strategies in Consumer Choice," *Journal of Consumer Psychology* 13 (1&2)
34. Chernev, Alexander and Gregory Carpenter (2001), "The Role of Market Efficiency Intuitions in Consumer Choice: A Case of Compensatory Inferences," *Journal of Marketing Research*, 38 (August)
35. Chernev, Alexander (2001), "The Impact of Common Features on Consumer Preferences: A Case of Confirmatory Reasoning," *Journal of Consumer Research*, 27 (March)

36. Chernev, Alexander (1997), "The Effect of Common Features on Brand Choice: Moderating Role of Attribute Importance," *Journal of Consumer Research*, 23 (March)

**Books**

1. Chernev, Alexander (2025), *Marketing Management: Theory and Practice*, 2nd edition
2. Chernev, Alexander (2025), *Strategic Marketing Management: The Framework*, 11th edition
3. Chernev, Alexander (2025), *Strategic Brand Management*, 4th edition
4. Kotler, Philip, Kevin Keller, and Alexander Chernev (2025), *Marketing Management*, 17th edition
5. Chernev, Alexander (2025), *The Customer Science Handbook: Behavioral Insights for Creating Breakthrough Customer Experiences*, 2nd edition
6. Chernev, Alexander (2025), *The Marketing Plan Handbook*, 7th edition
7. Chernev, Alexander and Philip Kotler (2023), *Kellogg on Marketing*, 3rd edition
8. Kotler, Philip, Kevin Keller, and Alexander Chernev (2021), *Marketing Management*, 16th edition
9. Chernev, Alexander (2017), *The Business Model: How to Develop New Products, Create Market Value and Make the Competition Irrelevant*

**Book Chapters and Managerial**

**Articles**

1. Chernev, Alexander and Philip Kotler (2023), "Marketing at the Age of Disruption" in *Kellogg on Marketing*, 3rd edition
2. Chernev, Alexander and Philip Kotler (2023), "The Fall of the Four Ps and the Rise of Strategic Marketing" in *Kellogg on Marketing*, 3rd edition
3. Chernev, Alexander (2023), "The Framework for Marketing Management" in *Kellogg on Marketing*, 3rd edition
4. Chernev, Alexander (2023), "Building Strong Brands" in *Kellogg on Marketing*, 3rd edition
5. Chernev, Alexander (2012), "Customers Will Pay More for Less," *Harvard Business Review* (June)
6. Chernev, Alexander (2011), "When More Is Less and Less Is More: The Psychology of Managing Product Assortments," *GfK Marketing Intelligence Review*, 3 (1)
7. Hamilton, Ryan and Alexander Chernev (2010), "Managing Product Assortments: Insights from Consumer Psychology" in *Kellogg on Marketing*, 2nd edition

**Conference Articles (Refereed)**

8. Chernev, Alexander (2004), "Strategic Customer Management" in *Next Generation Business Handbook*
1. Hamilton, Ryan and Alexander Chernev (2009), "The Moderating Role of Browsing and Buying Goals in Consumers' Formation of Retailer Price Images," *Advances in Consumer Psychology*, vol. 1
2. Brough, Aaron and Alexander Chernev (2009), "Satisficing and Maximizing Strategies in Consumer Choice," *Advances in Consumer Psychology*, v. 1
3. Chernev, Alexander (2009), "Self-Expression and Brand Identity in Consumer Choice," *Advances in Consumer Research*, v. 36
4. Chernev, Alexander (2009), "To Indulge or Not to Indulge? Self-Regulation and Overconsumption," *Advances in Consumer Research*, v. 36
5. Brough, Aaron, Mathew Isaac, and Alexander Chernev (2008), "The "Sticky Choice" Bias in Sequential Decision-Making," *Advances in Consumer Research*, v. 35
6. Chernev, Alexander and Ryan Hamilton (2007), "Variety, Expectations and Choice," *Advances in Consumer Research*, v. 34
7. Chernev, Alexander and Ran Kivetz (2005), "Goals and Mindframes in Consumer Choice," *Advances in Consumer Research*, v. 32
8. Chernev, Alexander and Leigh McAlister (2005), "Assortment and Variety-Seeking in Consumer Choice," *Advances in Consumer Research*, v. 32
9. Chernev, Alexander (2004), "Context Effects in Choice," *Advances in Consumer Research*, v. 31
10. Chernev, Alexander and Christian Wheeler (2003), "The Role of Reference Points in Evaluating Price Information," *Advances in Consumer Research*, v. 30
11. Chernev, Alexander (2002) "Generating Options in Consumer Choice," *Advances in Consumer Research*, v. 29
12. Brown, Christina and Alexander Chernev (1997), "Decision Biases in Evaluating Ambiguous Information," *Advances in Consumer Research*, v. 24
13. Chernev, Alexander and Ziv Carmon (1996), "New Perspectives on Brand Differentiation," *Advances in Consumer Research*, v. 23

**Research Presentations**

1. "Green Marketing and Consumer Choice," *Research Seminar*, Xiamen University, China, 2024.

2. "Is Sustainability a Liability? Green Marketing and Consumer Beliefs about Eco-Friendly Products," *Judgment and Decision Making Winter Symposium*, Snowbird, UT, 2024
3. "Social Responsibility and Consumer Choice," *Research Seminar*, Northwestern University, 2021.
4. "When Sustainability Is Not a Liability: The Halo Effect of Marketplace Morality," *Annual Conference of the Association for Consumer Research*, Paris, France (virtual), 2020.
5. "Corporate Social Responsibility and Consumer Choice," *CCER Summer Institute*, Peking University, China, 2019.
6. "Sustainability, Perceived Product Performance, and Market Behavior," *Research Seminar*, Xiamen University, China, 2019.
7. "Corporate Social Responsibility and Consumer Choice," *Eleventh Triannual Choice Symposium*, Cambridge, MD, 2019
8. "Sustainability and Perceived Product Performance," *Research Seminar*, University of Miami, FL, 2019
9. "Corporate Social Responsibility and Perceived Product Performance," *Research Seminar*, University of Southern California, Los Angeles, CA, 2019
10. "Self-Expression and Lifestyle Branding," *Research on National Brands and Private Label Marketing Conference*, Barcelona, Spain, 2018
11. "The Illusory Perils of Corporate Social Responsibility: Halo Effect and Compensatory Reasoning in Evaluating Sustainable Products," *Judgment and Decision Making Winter Symposium*, Snowbird, UT, 2018
12. "Theory-Based Meta-Analysis" *Research Seminar*, INSEAD, 2017
13. "Decision Difficulty, Choice Overload, and Consumer Choice," *Judgment and Decision Making Winter Symposium*, Snowbird, UT, 2017
14. "Choice Overload and Consumer Decision Processes," *Research Seminar*, Hong Kong University of Science and Technology, 2016
15. "Branding and Self-Expression in Consumer Choice," *Research Seminar*, Sofia University, 2016
16. "Choice Overload: Antecedents and Consequences," *Annual Conference of the Society for Consumer Psychology*, Phoenix, AZ, 2015

17. "Doing Well by Doing Good: The Benevolent Halo of Social Goodwill," *Judgment and Decision Making Winter Symposium*, Snowbird, UT, 2015
18. "Categorical Reasoning in Consumer Choice," *Research Seminar*, Center for Decision Research, University of Chicago, 2014
19. "Lifestyle Branding: The New Frontier in Competitive Differentiation," *Brands in Balance Conference: Marketing Science Institute*, Charleston, SC, 2014
20. "Self-Expression and Compensatory Reasoning in Consumer Choice," *Distinguished Visitors Program—Corona Chair lecture series*, Universidad de los Andes, Bogota, Colombia, 2013
21. "Categorical Reasoning in Consumer Choice," *Marketing Camp*, Rice University, Huston, TX 2013
22. "Categorical Reasoning in Consumer Choice," *Marketing Seminar Series*, Hong Kong University of Science and Technology, 2013
23. "Categorical Reasoning in Consumer Choice," *Marketing Seminar Series*, Chinese University of Hong Kong, 2013
24. "Categorical Reasoning in Consumer Choice," *Marketing Seminar Series*, Hebrew University, Israel, 2012
25. "When Two is Better than One: Polarization and Compromise in Unrestricted Choice," *Annual Conference of the Society for Consumer Research*, Vancouver, Canada, 2012
26. "The Unexpressed Self: The Impact of Restricting Freedom of Speech on Brand Preferences," *Annual Conference of the Society for Consumer Research*, Vancouver, Canada, 2012
27. "Lifestyle Branding and the Competition for a Consumer's Identity," *Marketing Seminar Series*, Washington University, St. Louis, MO, 2012
28. "Categorical Reasoning in Consumer Choice," *Marketing Seminar Series*, University of Miami, FL, 2012
29. "Lifestyle Branding and the Competition for a Consumer's Identity," *Dean's Distinguished Lecture Series*, George Washington University, Washington, DC, 2011
30. "Lifestyle Branding and Limits to Self-Expression," *Consumer Strategies for Sustained Growth Conference*, INSEAD, Fontainebleau, France, 2011

31. "Lifestyle Branding and Limits to Self-Expression," *Marketing Seminar Series*, University of Sydney, Sydney, Australia, 2011
32. "Categorical Reasoning in Consumer Choice," *Marketing Seminar Series*, Melbourne Business School, Melbourne, Australia, 2011
33. "Competing for Consumer Identity," *Marketing Seminar Series*, Monash University, Melbourne, Australia, 2011
34. "Competing for Consumer Identity," *Marketing Brownbag Seminar*, Bond University, Queensland, Australia, 2011
35. "Lifestyle Branding and Limits to Self-Expression," *University Seminar Series*, Queensland University of Technology, Brisbane, Australia, 2011
36. "Categorical Reasoning in Consumer Choice," *Brownbag Seminar*, University of Utah, Salt Lake City, UT, 2011
37. "Categorical Reasoning in Consumer Choice," *Marketing Seminar Series*, University of Western Ontario, London, Ontario, 2011
38. "Categorical Reasoning in Consumer Choice," *Research Seminar*, University of Washington, Seattle, WA, 2011
39. "Doing Well by Doing Good: The Benevolent Halo of Social Goodwill," *Annual Conference of the Society for Consumer Psychology*, Atlanta, GA, 2011
40. "Lifestyle Branding and the Competition for a Consumer's Identity," *Research Seminar*, Sofia University, Sofia, Bulgaria, 2011
41. "Managing Lifestyle Brands," *The Customer Insights Conference*, Yale School of Management, New Haven, CT, 2010
42. "Identity Saturation and Brand Preferences in Consumer Choice," *Academy of Marketing 6th International Conference on Brand, Identity and Corporate Reputation*, ESADE Business School, Barcelona, Spain, 2010
43. "The Finite Self, Identity Saturation, and Brand Preferences," *Research Seminar*, University of Utah, Salt Lake City, UT, 2010
44. "Decision Biases in Value Judgments," *Marketing Seminar Series*, University of Sydney, Sydney, Australia, 2010
45. "Calorie Estimation Biases in Consumer Choice," *Marketing Seminar Series*, Bond University, Queensland, Australia, 2010

46. "Customization and Decision Biases in Consumer Choice," *Annual Conference of the Association for Consumer Research*, Pittsburgh, PA, 2009
47. "Decision Biases in Value Judgments," *Advertising and Consumer Psychology Conference*, Ann Arbor, MI, 2009
48. "The Role of Consumer Goals in the Formation of Price Image," *Annual Conference of the Society for Consumer Psychology*, San Diego, CA, 2009
49. "Find and Keep or Keep Looking and Weep: Satisficing and Maximizing Strategies in Consumer Choice," *Annual Conference of the Society for Consumer Psychology*, San Diego, CA, 2009
50. "Qualitative Reasoning and Value Construction in Consumer Decision Making," *University of California San Diego / Marketing Science Institute conference Mind the Gap: New Approaches to Understanding Consumer Decision-Making*, San Diego, CA, 2009
51. "Categorization and Value Construction in Consumer Decision Making," *London Business School*, London, UK, 2008
52. "Qualitative Reasoning and Construction of Value in Sequential Judgments," *HEC*, Paris, France, 2008
53. "Boundaries of Self-Expression: Identity Overload and Brand Saturation in Consumer Choice," *Annual Conference of the Association for Consumer Research*, San Francisco, CA, 2008
54. "When Virtues and Vices Collide: Stereotyping and Calorie Estimation in Consumer Choice," *Annual Conference of the Association for Consumer Research*, San Francisco, CA, 2008
55. "Qualitative Reasoning and Construction of Value in Sequential Judgments," *Kellogg Marketing Camp*, Evanston, IL, 2008
56. "Boundaries of Self-Expression: Identity Overload and Brand Saturation in Consumer Choice," *INSEAD Marketing Camp*, Fontainebleau, France, 2008
57. "Brand Saturation Effects in Consumer Choice," *Research Seminar*, University of Miami, Miami, FL, 2008
58. "Brand Saturation Effects in Consumer Choice," *Marketing Seminar*, University of Utah, Salt Lake City, UT, 2008
59. "The 'Sticky Choice' Bias in Sequential Decision-Making," *Annual Conference of the Association for Consumer Research*, Nashville, TN, 2007

60. "Price Image Formation and Point-of-Purchase Consumer Decision Making," *Annual Conference of the Association for Consumer Research*, Nashville, TN, 2007
61. "Jack of All Trades or Master of One," *Tilburg Marketing Camp*, Tilburg, The Netherlands, 2006
62. "Jack of All Trades or Master of One," *Marketing Seminar Series*, Washington University, St. Louis, MO, 2006
63. "Too Much of a Good Thing? Option Attractiveness and Assortment Choice," *Annual Conference of the Association for Consumer Research*, Orlando, FL, 2006
64. "Too Much of a Good Thing? Option Attractiveness and Assortment Choice," *Annual Conference of the Society for Judgment and Decision Making*, Toronto, Canada, 2005
65. "Perceptual Focus Effects in Choice," *Annual Conference of the Society for Judgment and Decision Making*, Toronto, Canada, 2005
66. "Visual Reasoning in Consumer Choice," *Annual Conference of the Society for Consumer Psychology*, St. Pete Beach, FL, 2005
67. "Compensatory Reasoning in Consumer Choice," *Marketing Seminar Series*, Cornell University, Ithaca, NY, 2005
68. "Feature Complementarity and Compensatory Reasoning in Consumer Choice," *Marketing Seminar Series*, University of Pennsylvania, Philadelphia, PA, 2005
69. "Decision Focus and Consumer Choice Among Assortments," *Annual Conference of the Society for Personality and Social Psychology*, New Orleans, LA, 2005
70. "Decision Focus and Consumer Choice Among Assortments," *MSI Young Scholars Program*, Park City, UT, 2005
71. "Differentiation and Parity in Assortment Pricing," *Annual Conference of the Association for Consumer Research*, Portland, OR, 2005
72. "Decision Focus and Consumer Choice Among Assortments," *Annual Conference of the Association for Consumer Research*, Portland, OR, 2004
73. "The Price of Choice: The Benefits of Price Parity in Product Differentiation," *Biennial Behavioral Decision Research in Management Conference*, Durham, NC, 2004

74. "Feature Complementarity and Assortment in Choice," *Annual Conference of the Society for Consumer Psychology*, San Francisco, CA, 2004
75. "Product Assortment and Individual Decision Processes," *Annual Conference of the Association for Consumer Research*, Toronto, Canada, 2003
76. "Feature Complementarity, Assortment, and Choice," *Research Seminar Series*, UCSD, San Diego, CA, 2003
77. "Extremeness Aversion and Attribute-Balance Effects in Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 2003
78. "Context Effects without a Context: Scale Equivalence and Attribute Balance as Reasons for Choice," *Annual Conference of the Association for Consumer Research*, Toronto, Canada, 2003
79. "Feature Complementarity, Assortment, and Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 2003
80. "Price Elicitation Strategies in Consumer Choice," *Annual Conference of the Association for Consumer Research*, Atlanta, GA, 2002
81. "Reverse Pricing and Price Elicitation Strategies in Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 2002
82. "Generating Options in Consumer Choice," Special Session, *Annual Conference of the Association for Consumer Research*, Austin, TX, 2001
83. "Preference Articulation in Consumer Choice," *Annual Conference of the Association for Consumer Research*, Austin, TX, 2001
84. "When More Is Less and Less Is More: Product Assortment and Consumer Choice," *Marketing Seminar Series*, UCLA, Los Angeles, CA, 2001
85. "The Impact of Ideal Point Availability and Product Assortment on Consumer Choice," *Marketing Seminar Series*, Dartmouth College, Hanover, NH, 2001
86. "Product Assortment and Individual Decision Processes," *Marketing Seminar Series*, University of Chicago, Chicago, IL, 2001
87. "Market Efficiency Inferences in Consumer Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 2000

88. "The Role of Marketplace Efficiency Intuitions in Consumer Choice: A Case of Compensatory Inferences," *Annual Conference of the Society for Judgment and Decision Making*, Los Angeles, CA, 1999
89. "The Role of Common Features in Choice," *Marketing Seminar Series*, London Business School, London, UK, 1997
90. "The Role of Common Features in Choice," *Marketing Seminar Series*, INSEAD, Fontainebleau, France, 1997
91. "The Impact of Shared Product Features on Consumer Brand Preferences," *Marketing Science Conference*, Berkeley, CA, 1997
92. "The Role of Common Features in Choice," *Marketing Seminar Series*, University of Chicago, Chicago, IL, 1996
93. "The Role of Common Features in Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 1996
94. "The Role of Common Features in Choice," *Marketing Seminar Series*, University of Washington, St. Louis, MO, 1996
95. "The Impact of Unfamiliar Product Features on Brand Choice," *Annual Conference of the Association for Consumer Research*, Tucson, AZ, 1996
96. "Differentiation through Similarity: The Effect of Attribute Similarity on Brand Choice," *Annual Conference of the Association for Consumer Research*, Minneapolis, MN, 1995
97. "Searching for Dominance: The Effects of Similarity and Attractiveness on Choice," *Annual Conference of the Association for Consumer Research*, Minneapolis, MN, 1995
98. "Consumer Pricing Preferences: The Role of Individual Factors," *Annual Convention of the American Psychological Association*, New York, NY, 1995
99. "Consumer Response to Similar Price Discounts: Implications for Brand Choice," *MSI Conference on Behavioral Perspectives on Pricing*, Boston, MA, 1995
100. Evaluation of Non-Common Attributes in Consumer Decision Process: Asymmetrical Overweighing of Unique Features in Choice," *Annual Conference of the Association for Consumer Research*, Boston, MA, 1994

**Research Grants**

1. "Doing Well by Doing Good: The Benevolent Halo of Social Goodwill," *MSI Research Grant*, 2011 (principal investigator)
2. "Managing Choice Overload," *Filene Research Institute Grant* (principal investigator), 2011

3. "Raise Price or Downsize? Unit Bias and The Asymmetric Nature of consumer response to changes in Price versus Quantity," *MSI Research Grant*, 2009 (principal investigator)
4. "When Brand Fortunes Collide: Brand Saturation Effects in Consumer Choice," *MSI Research Grant*, 2008 (principal investigator)
5. "Managing Price Image through Vertical Product Line Extensions," *MSI Research Grant*, 2007

## TEACHING

<b>Degree Programs</b>	<ol style="list-style-type: none"> <li>1. Strategic Brand Management (MBA, Executive MBA)</li> <li>2. Marketing Strategy (Executive MBA)</li> <li>3. Consumer Decision Behavior (PhD)</li> <li>4. Marketing Management (MBA core course)</li> <li>5. Product Management (Executive MBA)</li> <li>6. Marketing Research (Executive MBA)</li> </ol>
<b>Non-degree Programs</b>	<ol style="list-style-type: none"> <li>1. Building Strong Brands, Kellogg School of Management</li> <li>2. Executive Development Program, Kellogg School of Management</li> <li>3. Leading with Behavioral Science, Kellogg School of Management</li> <li>4. Global Advanced Management Program, Kellogg School of Management</li> <li>5. Business Management Program, Kellogg School of Management</li> <li>6. Kellogg on Marketing, Kellogg School of Management</li> <li>7. Custom programs, Kellogg School of Management</li> </ol>
<b>Cases (Selected)</b>	<ol style="list-style-type: none"> <li>1. Chernev, Alexander (2025), <i>Vista Alegre: Repositioning a Luxury Brand</i></li> <li>2. Chernev, Alexander and Sergio Rebelo (2017), <i>Adega Mayor: Managing International Brand Expansion</i></li> <li>3. Roese, Neal and Alexander Chernev (2017), <i>Harley-Davidson: Rejuvenating an Iconic Brand</i></li> <li>4. Chernev, Alexander (2016), <i>Miele Hong Kong: Marketing Strategies for Building Global Brands</i></li> <li>5. Chernev, Alexander and Vasilia Kilibarda (2016), <i>Beleza Natural: Marketing Strategies for Empowering Social Change</i></li> </ol>

6. Chernev, Alexander (2015), *Puma Social: Marketing Strategies for Building Lifestyle Brands*
7. Chernev, Alexander (2015), *Golden Island Jerky: Orchestrating a New Product Launch*
8. Chernev, Alexander and Eyal Maoz (2008), *DuraMax: The Product Improvement Nobody Wanted*
9. Chernev, Alexander (2007), *Gillette Fusion: Building a \$1Billion Brand*
10. Chernev, Alexander (2007), *Universal Press Pricing Dilemma*
11. Chernev, Alexander (2007), *DryClean Express: Managing Dissatisfied Customers*
12. Chernev, Alexander (2007), *Calyx Flowers: Managing Profitable Growth*
13. Chernev, Alexander (2007), *Datril: Pioneering the Acetaminophen Market*
14. Chernev, Alexander (2001), *Iridium Satellite Phone: When the Pioneer Fails*

**PROFESSIONAL SERVICE**

**Area Editor** *Journal of Retailing* (Area Editor: 2022 – present)  
*International Journal of Research in Marketing* (Area Editor: 2025 – present)  
*Journal of Marketing* (Area Editor: 2011 – 2018)  
*Journal of Marketing* (Guest editor)  
*Marketing Science* (Guest area editor)  
*Journal of Consumer Psychology* (Guest associate editor)

**Editorial Board** *Journal of Consumer Psychology* (2001 – 2019; 2021 – present)  
*International Journal of Research in Marketing* (2006 – 2012; 2021 – present)  
*Marketing Letters* (2008 – present)  
*Journal of Marketing* (2007 – 2023)  
*Journal of Marketing Behavior* (2013 – 2022)  
*Journal of the Academy of Marketing Science* (2010 – 2022)  
*Journal of Consumer Research* (2002 – 2021)  
*Journal of Marketing Research* (2007 – 2018)

<b>Reviewer</b>	<i>Management Science</i> <i>Journal of Behavioral Decision Making</i> <i>Journal of Public Policy and Marketing</i> <i>Journal of Experimental Psychology: Applied</i> <i>Journal of Economic Psychology</i> <i>Journal of Experimental Social Psychology</i> <i>Journal of Neuroscience, Psychology, and Economics</i> <i>Journal of Personality and Social Psychology</i> <i>Journal of Social Psychology</i> <i>Organizational Behavior and Human Decision Processes</i> <i>Cognition and Emotion</i> <i>The International Review of Retail, Distribution, and Consumer Research</i> <i>Psychological Science</i> <i>Psychological Review</i> <i>Journal of Interactive Marketing</i> <i>Swiss Journal of Psychology</i> <i>Association for Consumer Research</i> <i>Society for Consumer Psychology</i> <i>Society for Judgment and Decision Making</i> <i>Marketing Science Institute</i> <i>European Marketing Association</i> <i>The Quarterly Review of Economics and Finance</i> <i>National Science Foundation</i> <i>Israel Science Foundation</i>
<b>Research Initiatives</b>	Co-Chair, <i>Research on National Brands and Private Label Marketing Conference</i> , Barcelona, Spain, 2018 Faculty, <i>American Marketing Association Doctoral Consortium</i> , Iowa City, IA, 2017 Faculty, <i>Society for Consumer Psychology Doctoral Consortium</i> , San Francisco, CA, 2017 Program Committee, <i>Society for Consumer Psychology Conference</i> , Vienna, Austria, 2015 Program Committee, <i>Society for Consumer Psychology Conference</i> , Phoenix, AZ, 2015

Faculty, *American Marketing Association Doctoral Consortium*, Evanston, IL, 2014

Co-Chair, *Ninth Triennial Choice Symposium Workshop*, Noordwijk, Netherlands, 2013

Faculty, *American Marketing Association Doctoral Consortium*, Seattle, WA, 2012

Program Committee, *Society for Consumer Psychology Conference*, Florence, Italy, 2012

Faculty, *Society for Consumer Psychology Doctoral Consortium*, Las Vegas, NV, 2012

Steering Committee, *Consumer Strategies for Sustained Growth Conference*, INSEAD, Fontainebleau, France, 2011, 2012

Program Committee, *Society for Consumer Psychology Annual Conference*, Atlanta, GA, 2011

Faculty, *American Marketing Association Doctoral Consortium*, Fort Worth, TX, 2010

Program Committee, *Society for Consumer Psychology Annual Conference*, St. Pete Beach, FL, 2010

Co-Chair, *Society for Consumer Psychology Annual Conference*, San Diego, CA, 2009

Co-Chair, *Society for Consumer Psychology Doctoral Consortium*, San Diego, CA, 2009

Co-Editor, *Advances in Consumer Psychology* (inaugural issue)

Faculty, *Society for Consumer Psychology Doctoral Consortium*, San Diego, CA, 2009

Program Committee, *Association for Consumer Research Annual Conference*, San Francisco, CA, 2008

Faculty, *Association for Consumer Research Doctoral Consortium*, San Francisco, CA, 2008

Co-Chair, *Marketing Science Institute – Journal of Consumer Psychology Research Competition* on Product Assortment and Variety-Seeking Behavior 2003 – 2004

Chair, *Association for Consumer Research Annual Conference* special sessions 1996, 1997, 2001 – 2006, 2008

Chair, *Society for Consumer Psychology Annual Conference* special sessions 2004, 2005

Roundtable, *Association for Consumer Research Annual Conference 2004*

<b>Industry Initiatives</b>	Moderator, <i>Marketing Science Institute Board of Trustees Meeting</i> , Boston, MA 2019  Speaker, <i>World Marketing Summit</i> , Tokyo, 2018.  Moderator, <i>Marketing Science Institute Board of Trustees Meeting</i> , Boston, MA 2018  Moderator, <i>Marketing Science Institute Board of Trustees Meeting</i> , Chicago, IL 2017  Moderator, <i>Marketing Science Institute Board of Trustees Meeting</i> , Boston, MA 2017  Moderator, <i>Marketing Science Institute Young Scholars Summit</i> , Park City, UT 2017  Moderator, <i>Marketing Science Institute Board of Trustees Meeting</i> , San Francisco, CA 2016  Moderator, <i>Marketing Science Institute Board of Trustees Meeting</i> , Boston, MA 2016  Co-Chair, <i>Marketing Science Institute Consumption Behavior Conference</i> , Evanston, IL 2015  Moderator, <i>Marketing Science Institute Board of Trustees Meeting</i> , Tucson, AZ 2015  Moderator, <i>Marketing Science Institute Board of Trustees Meeting</i> , Boston, MA 2015  Speaker, <i>Argyle CMO Forum</i> , Chicago, 2014  Contributor, <i>Business Week</i> , <i>Forbes</i> , <i>Chicago Tribune</i>
<b>Doctoral Committees</b>	Ryan Hamilton (Chair), Northwestern University (Emory University) Aaron Brough (Chair), Northwestern University (Pepperdine University) Mathew Isaac (Member), Northwestern University (Seattle University) Andrea Bonezzi (Member), Northwestern University (NYU) Kristoff Geskens (Member), Gent University (industry) Sean Blair (Chair), Northwestern University (Georgetown University) Jingjing Ma (Member), Northwestern University (Peking University)
<b>University Service</b>	Kellogg Curriculum Committee (2023 – present) Academic honor code faculty advisor (2022 – present) Faculty teaching mentor (2021 – present)

Director of Graduate Studies 2005 – 2008, 2018 – 2021  
Speaker, Executive MBA initiatives 2013 – present  
Faculty recruiting committee (chair) 2013  
Faculty orientation (presenter) 2005 – 2011  
Kellogg Marketing Conference (speaker) 2012  
Faculty Insight speaker series (presenter) 2008, 2010, 2012  
Kellogg marketing case competition (judge) 2003 – 2011  
Kellogg Doctoral Committee (member) 2005 – 2008  
Kellogg Research Computing Committee (member) 2001 – 2009  
Faculty Recruiting Committee (coordinator-behavioral area) 2003  
Haring Consortium (faculty representative) 2003  
Kellogg Personnel Committee (observer) 2001 – 2002

**OUTSIDE ACTIVITIES** Recent consulting and speaking engagements involve Sidley Austin LLC; Calfee, Halter & Griswold LLP; Dickinson Wright LLC, Microsoft, Walmart, Havas, AXA, AbbVie, AstraZeneca, The Randolph Group. Founder of Cerebellum and Brightstar Group. Advisory board member of Polen Capital. Academic Fellow of the Marketing Science Institute.