

# ALEXANDER CHERNEV

## Curriculum Vitae

Kellogg School of Management, Northwestern University  
2211 Campus Drive, Evanston, IL 60208  
Phone: (847) 467-4095, Fax: (847) 491-2498  
e-mail: ach@northwestern.edu

### Academic Positions

*Professor* Kellogg School of Management,  
Northwestern University, 2012 – present

*Associate Professor* Kellogg School of Management,  
Northwestern University, 2001 – 2012

*Assistant Professor* Kellogg School of Management,  
Northwestern University, 1998 – 2001

*Visiting Assistant Professor:* Kellogg School of Management,  
Northwestern University, 1997 – 1998

### Education

Ph.D. Marketing, Duke University, 1997

Ph.D. Psychology, Sofia University, 1990

B.A. Psychology, Sofia University, 1986

### Honors & Awards

*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  
*Honorable Mention*, Alden G. Clayton Doctoral Dissertation Proposal  
 Competition, 1995

## RESEARCH

<b>Focus</b>	Decision Behavior and Choice
<b>Research Articles (Peer Reviewed)</b>	<ol style="list-style-type: none"> <li>1. Alexander Chernev and Sean Blair (2015), “Doing Well by Doing Good: The Benevolent Halo of Social Goodwill.” <i>Journal of Consumer Research</i>. Featured as a <i>Marketing Science Institute</i> report.</li> <li>2. Chernev, Alexander, Ulf Böckenholt, and Joseph Goodman (2015), “When Product Assortment Leads to Choice Overload: A Conceptual Review and Meta-Analysis,” <i>Journal of Consumer Psychology</i>.</li> <li>3. 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,” <i>Marketing Letters</i>.</li> <li>4. Hamilton, Ryan and Alexander Chernev (2013), “Low Prices are Just the Beginning: Price Image in Retail Management,” <i>Journal of Marketing</i>. Lead article. Featured in <i>Harvard Business Review</i> (2014).</li> <li>5. Brough, Aaron and Alexander Chernev (2012), “When Opposites Detract: Categorical Reasoning and Subtractive Valuations of Product Combinations,” <i>Journal of Consumer Research</i>. Featured in <i>Harvard Business Review</i>.</li> <li>6. Chernev, Alexander (2012), “Product Assortment and Consumer Choice: An Interdisciplinary Review,” <i>Foundations and Trends in</i></li> </ol>

*Marketing.*

7. 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*.
8. 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*.
9. 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*.
10. Chernev, Alexander, Ulf Bockenholt and Joseph Goodman (2010), "Choice Overload: Is There Anything to It?," *Journal of Consumer Research* (October)
11. 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*
12. 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
13. Chernev, Alexander and Ryan Hamilton (2009), "Assortment Size and Option Attractiveness in Consumer Choice among Retailers," *Journal of Marketing Research*. Featured in *Kellogg Insight*
14. Chernev, Alexander (2009) "Choosing versus Rejecting: The Impact of Goal-Task Compatibility on Decision Confidence," *Social Cognition* 27 (2)
15. Chernev, Alexander (2008), "The Role of Purchase Quantity in Assortment Choice: The Quantity-Matching Heuristic," *Journal of Marketing Research* (April)
16. Hamilton, Ryan, Jiewen Hong, and Alexander Chernev (2007), "Perceptual Focus Effects in Choice," *Journal of Consumer Research*, 34 (August)
17. 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*.
18. Chernev, Alexander (2006), “Articulation Compatibility in Eliciting Price Bids,” *Journal of Consumer Research*, 33 (December)
  19. 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*
  20. Chernev, Alexander (2006), “Decision Focus and Consumer Choice among Assortments,” *Journal of Consumer Research*, 33 (June)
  21. Chernev, Alexander (2005), “Context Effects without a Context: Attribute Balance as a Reason for Choice,” *Journal of Consumer Research*, 32 (September)
  22. Chernev, Alexander (2005), “Feature Complementarity and Assortment in Choice,” *Journal of Consumer Research*, 31 (March)
  23. Chernev, Alexander (2004), “Goal Orientation and Consumer Preference for the Status Quo,” *Journal of Consumer Research*, 31 (December)
  24. Chernev, Alexander (2004), “Extremeness Aversion and Attribute-Balance Effects in Choice,” *Journal of Consumer Research*, 31 (September)
  25. Chernev, Alexander (2004), “Goal-Attribute Compatibility in Consumer Choice,” *Journal of Consumer Psychology*, 14 (1&2)
  26. 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)
  27. Chernev, Alexander (2003), “Product Assortment and Individual Decision Processes,” *Journal of Personality and Social Psychology*, 85 (June). Featured in *Monitor on Psychology*
  28. Chernev, Alexander (2003), “Reverse Pricing and Online Price Elicitation Strategies in Consumer Choice,” *Journal of Consumer Psychology* 13 (1&2)
  29. 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)

30. Chernev, Alexander (2001), "The Impact of Common Features on Consumer Preferences: A Case of Confirmatory Reasoning," *Journal of Consumer Research*, 27 (March)
31. Chernev, Alexander (1997), "The Effect of Common Features on Brand Choice: Moderating Role of Attribute Importance," *Journal of Consumer Research*, 23 (March)
- Research Articles,  
Books and Book  
Chapters**
32. Chernev, Alexander (2011), "When More Is Less and Less Is More: The Psychology of Managing Product Assortments," *Marketing Intelligence Review* (May)
33. Hamilton, Ryan and Alexander Chernev (2010), "Managing Product Assortments: Insights from Consumer Psychology," in *Kellogg on Marketing*, 2<sup>nd</sup> ed. (Editors Alice Tybout and Bobby Calder). New York, NY: Wiley.
34. 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), M.E. Sharpe: Armonk, NY
35. 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
36. Chernev, Alexander, Michal Herzstein, and Shailendra Jain (2009), *Advances in Consumer Psychology*, v. 1, Potsdam, NY: Society for Consumer Psychology.
- Managerial  
Articles  
(Selected)**
37. Chernev, Alexander (2012), "Customers Will Pay More for Less," *Harvard Business Review* (June)
38. Chernev, Alexander (2011), "When More Is Less and Less Is More: The Psychology of Managing Product Assortments," *GfK Marketing Intelligence Review*, 3 (1)
- Conference  
Articles  
(Refereed)**
39. 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*, v. 1
40. Brough, Aaron and Alexander Chernev (2009), "Satisficing and Maximizing Strategies in Consumer Choice," *Advances in Consumer Psychology*, v. 1
41. Chernev, Alexander (2009), "Self-Expression and Brand Identity in Consumer Choice," *Advances in Consumer Research*, v. 36

42. Chernev, Alexander (2009), "To Indulge or Not to Indulge? Self-Regulation and Overconsumption," *Advances in Consumer Research*, v. 36
43. Brough, Aaron, Mathew Isaac, and Alexander Chernev (2008), "The "Sticky Choice" Bias in Sequential Decision-Making," *Advances in Consumer Research*, v. 35
44. Chernev, Alexander and Ryan Hamilton (2007), "Variety, Expectations and Choice," *Advances in Consumer Research*, v. 34
45. Chernev, Alexander and Ran Kivetz (2005), "Goals and Mindframes in Consumer Choice," *Advances in Consumer Research*, v. 32
46. Chernev, Alexander and Leigh McAlister (2005), "Assortment and Variety-Seeking in Consumer Choice," *Advances in Consumer Research*, v. 32
47. Chernev, Alexander (2004), "Context Effects in Choice," *Advances in Consumer Research*, v. 31
48. Chernev, Alexander and Christian Wheeler (2003), "The Role of Reference Points in Evaluating Price Information," *Advances in Consumer Research*, v. 30
49. Chernev, Alexander (2002) "Generating Options in Consumer Choice," *Advances in Consumer Research*, v. 29
50. Brown, Christina and Alexander Chernev (1997), "Decision Biases in Evaluating Ambiguous Information," *Advances in Consumer Research*, v. 24
51. Chernev, Alexander and Ziv Carmon (1996), "New Perspectives on Brand Differentiation," *Advances in Consumer Research*, v. 23

**Research Presentations**

1. "Decision Difficulty and Choice Overload," *Research Seminar*, INSEAD, 2017.
2. "Decision Difficulty, Choice Overload, and Consumer Choice," *Research Seminar, Judgment and Decision Making Winter Symposium*, Snowbird, UT, 2017.
3. "Choice Overload and Consumer Decision Processes," *Research Seminar*, Hong Kong University of Science and Technology, 2016.
4. "Branding and Self-Expression in Consumer Choice," *Research Seminar*, Sofia University, 2016.
5. "Choice Overload: Antecedents and Consequences," *Annual Conference of the Society for Consumer Psychology*, Phoenix, AZ,

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

- Fontainebleau, 2011.
20. "Lifestyle Branding and Limits to Self-Expression," *Marketing Seminar Series*, University of Sydney, Sydney, Australia, 2011.
  21. "Categorical Reasoning in Consumer Choice," *Marketing Seminar Series*, Melbourne Business School, Melbourne, Australia, 2011.
  22. "Competing for Consumer Identity," *Marketing Seminar Series*, Monash University, Melbourne, Australia, 2011.
  23. "Competing for Consumer Identity," *Marketing Brownbag Seminar*, Bond University, Queensland, Australia, 2011
  24. "Lifestyle Branding and Limits to Self-Expression," *University Seminar Series*, Queensland University of Technology, Brisbane, Australia, 2011.
  25. "Categorical Reasoning in Consumer Choice," *Brownbag Seminar*, University of Utah, Salt Lake City, UT, 2011.
  26. "Categorical Reasoning in Consumer Choice," *Marketing Seminar Series*, University of Western Ontario, London, Ontario, 2011.
  27. "Categorical Reasoning in Consumer Choice," *Research Seminar*, University of Washington, Seattle, WA, 2011.
  28. "Doing Well by Doing Good: The Benevolent Halo of Social Goodwill," *Annual Conference of the Society for Consumer Psychology*, Atlanta, GA, 2011
  29. "Lifestyle Branding and the Competition for a Consumer's Identity," *Research Seminar*, Sofia University, Sofia, Bulgaria, 2011.
  30. "Managing Lifestyle Brands," *The Customer Insights Conference*, Yale School of Management, New Haven, CT, 2010
  31. "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
  32. "The Finite Self, Identity Saturation, and Brand Preferences," *Research Seminar*, University of Utah, Salt Lake City, UT, 2010
  33. "Decision Biases in Value Judgments," *Marketing Seminar Series*, University of Sydney, Sydney, Australia, 2010
  34. "Calorie Estimation Biases in Consumer Choice," *Marketing*



- Seminar Series*, Bond University, Queensland, Australia, 2010
35. "Customization and Decision Biases in Consumer Choice," *Annual Conference of the Association for Consumer Research*, Pittsburgh, PA, 2009
  36. "Decision Biases in Value Judgments," *Advertising and Consumer Psychology Conference*, Ann Arbor, MI, 2009
  37. "The Role of Consumer Goals in the Formation of Price Image," *Annual Conference of the Society for Consumer Psychology*, San Diego, CA, 2009
  38. "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
  39. "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
  40. "Categorization and Value Construction in Consumer Decision Making," *London Business School*, London, UK, 2008
  41. "Qualitative Reasoning and Construction of Value in Sequential Judgments," *HEC*, Paris, France, 2008
  42. "Boundaries of Self-Expression: Identity Overload and Brand Saturation Consumer Choice," *Annual Conference of the Association for Consumer Research*, San Francisco, CA, 2008
  43. "When Virtues and Vices Collide: Stereotyping and Calorie Estimation in Consumer Choice," *Annual Conference of the Association for Consumer Research*, San Francisco, CA, 2008
  44. "Qualitative Reasoning and Construction of Value in Sequential Judgments," *Kellogg Marketing Camp*, Evanston, IL, 2008
  45. "Boundaries of Self-Expression: Identity Overload and Brand Saturation Consumer Choice," *INSEAD Marketing Camp*, Fontainebleau, 2008
  46. "Brand Saturation Effects in Consumer Choice," *Research Seminar*, University of Miami, Miami, FL, 2008
  47. "Brand Saturation Effects in Consumer Choice," *Marketing Seminar*, University of Utah, Salt Lake City, UT, 2008
  48. "The 'Sticky Choice' Bias in Sequential Decision-Making," *Annual Conference of the Association for Consumer Research*,

Nashville, TN, 2007

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

63. "Feature Complementarity and Assortment in Choice," *Annual Conference of the Society for Consumer Psychology*, San Francisco, CA, 2004
64. "Product Assortment and Individual Decision Processes," *Annual Conference of the Association for Consumer Research*, Toronto, Canada, 2003
65. "Feature Complementarity, Assortment, and Choice," *Research Seminar Series*, UCSD, San Diego, CA, 2003
66. "Extremeness Aversion and Attribute-Balance Effects in Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 2003
67. "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
68. "Feature Complementarity, Assortment, and Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 2003
69. "Price Elicitation Strategies in Consumer Choice," *Annual Conference of the Association for Consumer Research*, Atlanta, GA, 2002
70. "Reverse Pricing and Price Elicitation Strategies in Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 2002
71. "Generating Options in Consumer Choice," Special Session, *Annual Conference of the Association for Consumer Research*, Austin, TX, 2001
72. "Preference Articulation in Consumer Choice," *Annual Conference of the Association for Consumer Research*, Austin, TX, 2001
73. "When More is Less and Less is More: Product Assortment and Consumer Choice," *Marketing Seminar Series*, UCLA, Los Angeles, CA, 2001
74. "The Impact of Ideal Point Availability and Product Assortment on Consumer Choice," *Marketing Seminar Series*, Dartmouth University, Dartmouth, NH, 2001
75. "Product Assortment and Individual Decision Processes," *Marketing Seminar Series*, University of Chicago, Chicago, IL, 2001
76. "Market Efficiency Inferences in Consumer Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 2000

77. "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
78. "The Role of Common Features in Choice," *Marketing Seminar Series*, London Business School, London, UK, 1997
79. "The Role of Common Features in Choice," *Marketing Seminar Series*, INSEAD, Fontainebleau, France, 1997
80. "The Impact of Shared Product Features on Consumer Brand Preferences," *Marketing Science Conference*, Berkeley, CA, 1997
81. "The Role of Common Features in Choice," *Marketing Seminar Series*, University of Chicago, Chicago, IL, 1996
82. "The Role of Common Features in Choice," *Marketing Seminar Series*, Northwestern University, Evanston, IL, 1996
83. "The Role of Common Features in Choice," *Marketing Seminar Series*, University of Washington, St. Louis, MO, 1996
84. "The Impact of Unfamiliar Product Features on Brand Choice," *Annual Conference of the Association for Consumer Research*, Tucson, AZ, 1996
85. "Differentiation through Similarity: The Effect of Attribute Similarity on Brand Choice," *Annual Conference of the Association for Consumer Research*, Minneapolis, MN, 1995
86. "Searching for Dominance: The Effects of Similarity and Attractiveness on Choice," *Annual Conference of the Association for Consumer Research*, Minneapolis, MN, 1995
87. "Consumer Pricing Preferences: The Role of Individual Factors," *Annual Convention of the American Psychological Association*, New York, NY, 1995
88. "Consumer Response to Similar Price Discounts: Implications for Brand Choice," *MSI Conference on Behavioral Perspectives on Pricing*, Boston, MA, 1995
89. "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

### Courses

1. Brand Management (MBA, Executive MBA)
2. Marketing Strategy (Executive MBA)
3. Consumer Decision Behavior (PhD)
4. Marketing Management (MBA core course)
5. Product Management (Executive MBA)
6. Marketing Research (Executive MBA)
7. Strategic Marketing Management (MS)

### Non-degree Programs

1. Executive Development Program, Kellogg School of Management
2. Global Advanced Management Program, Kellogg School of Management
3. Business Management Program, Kellogg School of Management
4. Custom company programs

### Managerial Books & Chapters (Selected)

1. Chernev, Alexander (2017), *The Business Model: How to Develop New Products, Create Market Value and Make the Competition Irrelevant*
2. Chernev, Alexander (2016), *Strategic Brand Management*
3. Chernev, Alexander (2014), *Strategic Marketing Management*, 8<sup>th</sup> edition
4. Chernev, Alexander (2014), *The Marketing Plan Handbook*, 4<sup>th</sup> edition
5. Hamilton, Ryan and Alexander Chernev (2010), "Managing Product Assortments: Insights from Consumer Psychology" in *Kellogg on Marketing*, 2<sup>nd</sup> edition

**Cases  
(Selected)**

6. Chernev, Alexander (2004), "Strategic Customer Management" in *Next Generation Business Handbook*
1. Roese, Neal and Alexander Chernev (2016), *Harley-Davidson: Rejuvenating an Iconic Brand*
2. Chernev, Alexander (2016), *Miele Hong Kong: Marketing Strategies for Building Global Brands*
3. Chernev, Alexander and Vasilina Kilibarda (2016), *Beleza Natural: Marketing Strategies for Empowering Social Change*
4. Chernev, Alexander (2015), *Puma Social: Marketing Strategies for Building Lifestyle Brands*
5. Chernev, Alexander (2015), *Golden Island Jerky: Orchestrating a New Product Launch*
6. Chernev, Alexander and Eyal Maoz (2008), *DuraMax: The Product Improvement Nobody Wanted*
7. Chernev, Alexander (2007), *Gillette Fusion: Building a \$1Billion Brand*
8. Chernev, Alexander (2007), *Universal Press Pricing Dilemma*
9. Chernev, Alexander (2007), *DryClean Express: Managing Dissatisfied Customers*
10. Chernev, Alexander (2007), *Calyx Flowers: Managing Profitable Growth*
11. Chernev, Alexander (2007), *Datril: Pioneering the Acetaminophen Market*
12. Chernev, Alexander (2001), *Iridium Satellite Phone: When the Pioneer Fails*

**PROFESSIONAL  
SERVICE**

**Area Editor** *Journal of Marketing* (Area Editor: 2011 – present)  
*Journal of Marketing* (Guest editor)  
*Marketing Science* (Guest area editor)

**Editorial Board** *Journal of Consumer Research* (2002 – present)  
*Journal of Marketing Research* (2007 – present)  
*Journal of Marketing* (2007 – present)  
*Journal of Consumer Psychology* (2001 – present)

*International Journal of Research in Marketing* (2006 – 2012)

*Journal of Marketing Behavior* (2013 – present)

*Marketing Letters* (2008 – present)

*Journal of the Academy of Marketing Science* (2010 – present)

**Reviewer** *Management Science*

*Journal of Retailing*

*Journal of Behavioral Decision Making*

*Journal of Public Policy and Marketing*

*Journal of Experimental Psychology: Applied*

*Journal of Economic Psychology*

*Journal of Experimental Social Psychology*

*Journal of Neuroscience, Psychology, and Economics*

*Journal of Personality and Social Psychology*

*Journal of Social Psychology*

*Organizational Behavior and Human Decision Processes*

*Cognition and Emotion*

*The International Review of Retail, Distribution, and Consumer Research*

*Psychological Science*

*Journal of Interactive Marketing*

*Swiss Journal of Psychology*

*Association for Consumer Research*

*Society for Consumer Psychology*

*Society for Judgment and Decision Making*

*Marketing Science Institute*

*European Marketing Association*

*The Quarterly Review of Economics and Finance*

*National Science Foundation*

*Israel Science Foundation*

**Research Initiatives** Faculty, *American Marketing Association Doctoral Consortium*, Iowa City, IA, 2017

Program Committee, *Society for Consumer Psychology Conference*, Vienna, Austria, 2015

Program Committee, *Society for Consumer Psychology Conference*,

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, 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

- Industry Initiatives**
- Moderator, *Marketing Science Institute Young Scholars Summit*, Park City, UT 2017
  - Moderator, *Marketing Science Institute Board of Trustees Meeting*, San Francisco, MA 2016
  - Moderator, *Marketing Science Institute Board of Trustees Meeting*, Boston, MA 2016
  - Co-Chair, *Marketing Science Institute Consumption Behavior Conference*, Evanston, IL 2015
  - Moderator, *Marketing Science Institute Board of Trustees Meeting*, Tucson, AZ 2015
  - Moderator, *Marketing Science Institute Board of Trustees Meeting*, Boston, MA 2015
  - Speaker, *Argyle CMO Forum*, Chicago, 2014
  - Contributor, *Business Week, Forbes, Chicago Tribune*
- Doctoral Committees**
- 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)
- University Service**
- Speaker, Executive MBA initiatives (Evanston, Miami, Shanghai, Hong Kong) 2013 – present
  - Faculty recruiting committee (chair) 2013
  - Northwestern University graduate faculty (member) 2000 – present
  - Faculty orientation (presenter) 2005, 2009, 2011
  - Kellogg Marketing Conference (speaker) 2012
  - Faculty Insight speaker series (presenter) 2008, 2010, 2012
  - Kellogg marketing case competition (judge) 2003 – 2011
  - Marketing Ph.D. Program (coordinator) 2005 – 2008
  - 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

Marketing department seminar series (coordinator) 2000 – 2001

**Outside** Consulting engagements involve litigation support and consulting firms.  
**Activities** Recent speaking engagements include Oakley, Microsoft, Walmart, Havas, and AXA. Founder of Cerebellum Press and Brightstar Media | Group specializing in content management  
Advisory Board: Pollen Capital