

Mary Frances Luce is the Thomas A. Finch Jr. Professor of Business Administration and Associate Dean for Faculty Affairs at the Fuqua School of Business at Duke University. She is a member of the marketing area and active in the health sector management program. Professor Luce received her Ph.D. in Business Administration (Marketing) from Duke University in 1994, and was on the faculty at the Wharton School of Business, University of Pennsylvania until returning to Fuqua in 2004.

Professor Luce's expertise is in consumer behavior, medical decision-making, and the effects of negative emotion on decision behavior. She is interested in the degree to which individuals alter their decision processes to cope with the effects of emotion, such as the emotion that arises from the difficult tradeoffs inherent in decisions that must be made regarding health or other threats. She received the Robert Ferber Award for her dissertation paper in the *Journal of Consumer Research*, the 2000 Leo Melamed Prize (with James R. Bettman and John W. Payne) and was a finalist for the 2002 *Journal of Consumer Research* Best Article Award (with James R. Bettman and John W. Payne).

Professor Luce's research has appeared in such publications as *Journal of Consumer Research* and *Health Psychology*. She also co-authored, with Bettman and Payne, *Emotional Decisions: Tradeoff Difficulty and Coping in Consumer Choice*. In 2003, she was Co-Chair of the Association for Consumer Research Conference, and she is currently co-editor elect (along with Ann McGill and Laura Peracchio) of the *Journal of Consumer Research*. She has received research grants for her research from the National Science Foundation and the Marketing Science Institute. Her work is relevant to how individuals (consumers, patients, etc) make decisions and in particular how emotional considerations might influence or bias decisions regarding risk (such as health risks) and difficult tradeoffs. She has consulted with the medical device industry in this capacity. Her recent teaching includes health care marketing and marketing intelligence.