

# Kurt Carlson

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## Education

1996-2001    **PhD**, Cornell University, Johnson Graduate School of Management  
1991-1993    **M.Sc.**, University of Wisconsin-Madison, Ag and Applied Economics  
1986-1990    **B.Sc.**, University of Wisconsin-Madison, Agricultural Economics

## Work Experience

Since 2001    **Assistant Professor (Marketing)**, Duke University  
1993-1996    **Researcher**, Wisconsin Milk Marketing Board

## Honors and Grants

NSF, SGER Grant, (with J. Edward Russo and Margaret Meloy), (2006-2008)  
AMA Doctoral Consortium Fellow (2000)  
Passed Microeconomics Qualifier Exam, Dept. of Economics, Cornell University (1996)  
Outstanding Teaching Assistant, Cornell University (1996)  
Outstanding Master's Thesis, Agricultural and Applied Economics, UW-Madison (1994)

## Research Interests

Emerging preferences, consumer choice processes, biased predecisional processing, decision objectives, measuring goals, consumer predictions of future behavior, biases in judgments and decision making

## Publications in Refereed Journals

1. Carlson, Meloy, and Lieb (forthcoming, December 2009), "Benefits Leader Reversion: How a Once Preferred Product Recaptures Its Standing," *Journal of Marketing Research*, forthcoming (with Meg Meloy and Dan Lieb).
2. Tanner and Carlson (2009), "Unrealistically Optimistic Consumers: A Selective Hypothesis Testing Account for Optimism in Predictions of Future Behavior," *Journal of Consumer Research*, 35(2), 810-822.
3. Russo, Carlson, Meloy, and Yong (2008), "The Goal of Consistency as a Cause of Distortion," *Journal of Experimental Psychology: General*, 137(3), 456-470, (with Jay Russo, Meg Meloy, & Kevyn Yong).
4. Carlson et al. (2008), "A Theoretical Framework for Goal-Based Choice and for Prescriptive Analysis," *Marketing Letters*, 19(3), 241-254, (with Chris Janiszewski, Ralph L. Keeney, David H. Krantz, Howard C. Kunreuther, Mary Frances Luce, J. Edward Russo, Stijn M. J. van Osselaer, and Detlof von Winterfeldt).
5. Bond, Carlson, and Keeney (2008), "Generating Objectives: Can Decision Makers Articulate What They Want?" *Management Science*, January, 56-70, (with Sam Bond and Ralph Keeney).
6. Carlson and Shu (2007), "The Rule of Three: How the Third Event Signals the Emergence of a Streak," *Organizational Behavior and Human Decision Processes*, 104, 113-121, 2007, (with Suzanne Shu).
7. Bond, Carlson, Meloy, Russo, and Tanner (2007), "Information Distortion in the Evaluation of a Single Option," *Organizational Behavior and Human Decision Processes*, 102, 240-254, (with Sam Bond, Meg Meloy, Jay Russo, and Rob Tanner).
8. Russo, Carlson, and Meloy (2006), "Choosing an Inferior Alternative," *Psychological Science*, 17(10), 899-904, 2006, (with Jay Russo and Meg Meloy).
9. Carlson, Meloy, and Russo (2006), "Leader-Driven Primacy: How Attribute Order Can Affect Consumer Choice," *Journal of Consumer Research*, 32(4), 513-518, (with Meg Meloy and Jay Russo).
10. Carlson and Bond (2006), "Improving Preference Assessment through Pre-exposure to Attribute Levels," *Management Science*, 52(3), 410-421, (with Sam Bond).

11. Carlson and Klein-Pearo (2004), "Limiting Predecisional Distortion by Prior Valuation of Attribute Components," *Organizational Behavior and Human Decision Processes*, 94, 48-59, (with Lisa Klein-Pearo).
12. Carlson and Russo (2001), "Biased Interpretation of Evidence by Mock Jurors," *Journal of Experimental Psychology: Applied*, 7(2), 91-103, (with Jay Russo).
13. Carlson (2000), "Disparity Pursuit Theory: The Role of Expectations in Product Choice," *Advances in Consumer Research*, 27.
14. Gould and Carlson (1998), "Strategic Management Objectives of Small Manufacturers: A Case Study of the Cheese Industry," *Review of Agricultural Economics*, 20, (with Brian Gould).
15. Carlson and Gould (1994), "The Role of Health Knowledge in Determining Dietary Fat Intake," *Review of Agricultural Economics*, 16, (with Brian Gould).

## **Other Publications**

16. Russo and Carlson, "Individual Decision Making," Chapter in *Handbook of Marketing*, 2002, (with Jay Russo).
17. Carlson, "Imperfect Competition Models and Commodity Promotion Evaluation: The Case of U.S. Generic Dairy Advertising (Review)," in *New Methodologies for Commodity Promotion Economics*, National Institute of Commodity Promotions Research, Cornell University, Ithaca, NY.

## **Papers Under Review**

18. Bond, Carlson, and Keeney (under review at Operations Research), "Generating Better Sets of Decision Objectives," (with Ralph Keeney and Sam Bond).
19. Carlson and Tal, "Making a Difference: The Influence of Expected Separation on Consumer Choice Processes," (with Aner Tal), under review at *Journal of Marketing Research*.
20. Carlson, Tanner, Meloy, and Russo, "Catching Goals in the Act of Decision Making," (with Rob Tanner, Meg Meloy, and Jay Russo), under review at *Journal of Consumer Research*.
21. Carlson and Guha, "Leader-focused Search: The Influence of an Emerging Preference on Information Selection," (with Abhijit Guha), being revised for resubmission to *Organization Behavior and Human Decision Processes*.

## Working Papers

22. Carlson and Shu, "The More is Less Effect: When Adding a Positive Claim Reduces Product Appeal," (with Suzanne Shu), Working Paper, Duke University.
23. Carlson, Wolfe, Ariely, and Huber, "The Budget Contraction Effect: Cutting Categories to Cope with Shrinking Budgets," (with Jared Wolfe, Dan Ariely, and Joel Huber), Working Paper, Duke University.
24. Carlson, Meloy, and Gelfand-Miller, "When Flippers Flop: Goal Reversion in Consumer Choice," (with Meg Meloy and Liz Gelfand-Miller).
25. Blanchard, Meloy, and Carlson, "Bolstering, Berating, or Both: Pro-leader and Anti-trailer Processing in Choices Involving Many Alternatives," Working Paper, Penn State University, December, 2008.
26. Carlson and Conard, "Temporal Response to Opportunities: A Look at the Last Name Effect," (with Jacqueline Conard), Working Paper, Duke University, June, 2008.
27. Carlson and Murphy, "The Advice Bounceback Effect: When Advice Undermines Its Cause," (with Nicole Murphy), Working Paper, Duke University, November, 2007.
28. Carlson and Shu, "Hands are Sometimes Hot," (with Suzanne Shu), Working Paper, Duke University, March, 2007.
29. Carlson, Meloy, and Lichtenstein, "The Influence of a Leader on Price Interpretation," (with Meg Meloy and Donnie Lichtenstein), Working Paper, Duke University, August, 2006.
30. Carlson and Sally, "Thoughts that Count: Fairness and Possibilities, Intentions and Reactions," (with Dave Sally), Working Paper, Duke University, 2003.

## Presentations

Information Seeking in the Presence of Emerging Preferences, *INSEAD*, December, 2008.

Information Seeking in the Presence of Emerging Preferences, *Georgetown University*, November, 2008.

Information Seeking in the Presence of Emerging Preferences, *University of Virginia*, November, 2008.

Emerging Preferences and Consumer Choice Processes, *Michigan State University*, October, 2008.

Emerging Preferences: Their influence on consumer choice and what to do about them, *Agribusiness Research Forum*, Augusta, Michigan, October, 2008.

Emerging Preferences and Consumer Choice Processes, *Duke University*, June, 2008.

Emerging Preferences and Consumer Choice Processes, *University of Minnesota*, May, 2008.

Emerging Preferences and Consumer Choices, *Vanderbilt University*, March, 2008.

Unrealistically Optimistic Consumers: A Selective Hypothesis Testing Account for Optimism in Predictions of Future Behavior, with Rob Tanner, *Association for Consumer Research*, Memphis, TN, October, 2007.

Making a Difference: The Influence of Expected Separation in Consumer Choice Processes, with Aner Tal, *Society for Judgment and Decision Making*, Long Beach, CA, November, 2007.

The Rule of Three: How the Third Event Signals the Emergence of a Streak, with Suzanne Shu, *University of Arizona*, January 2007.

Temporal Response to Opportunity: A Look at the Last Name Effect, with Jacqueline Conard, *Society for Judgment and Decision Making*, Houston, November 2006.

The Rule of Three: How the Third Event Signals the Emergence of a Streak, with Suzanne Shu, *Society for Judgment and Decision Making*, Houston, November 2006.

What Matters to Me, Anyway? Inadequacy in the Generation of Decision Objectives, with Samuel D. Bond and Ralph Keeney, *Society for Judgment and Decision Making*, Houston, November 2006.

Specifying Objectives for Decisions Is Not Easy, with Samuel D. Bond and Ralph Keeney, *INFORMS Annual Meeting*, Pittsburgh, PA, November 5-8, 2006.

The Benefits Leader Reversion Effect, How a Once Preferred Option can Regain Its Standing, with Dan Lieb and Meg Meloy, *Association of Consumer Research*, Orlando, October 2006.

The Magic Number Three: How the Third Event Drives the Perceived Emergence of a Streak, with Suzanne Shu, *Behavioral Decision Research in Management*, Santa Monica, June 2006.

Measuring Consumers' Decision Process Goals. *University of Wisconsin*, April 2006.

Distortion of Information During Choice. *University of Hawaii*, November 2005.

Distortion of Information During Choice. *University of Minnesota*, October 2005.

Measuring Consumers' Decision Process Goals. *Pennsylvania State University*, January 2005.

Leader-Driven Primacy: How Attribute Order Can Affect Consumer Choice, with Meg Meloy and Jay Russo, *Society for Judgment and Decision Making*, Minneapolis, November, 2004.

Improving Preference Assessment through Pre-exposure to Attribute Levels, with Sam Bond, *Association of Consumer Research*, Portland, October, 2004.

From Ideal to Real: How Prior Contemplation of the Ideal Can Undo Self-Favoritism. *Association of Consumer Research*, Portland, October, 2004.

Measuring Consumers' Decision Process Goals. *University of Texas-Austin*, May 2004.

Measuring the Activation of Consumers' Decision Process Goals," *Society for Consumer Psychology*, San Francisco, CA: February 2004.

Measuring the Activation of Consumers' Decision Process Goals," *Vanderbilt University*, January 2004.

Expectation-Driven Separation in Preferential Choice Processes. *Association of Consumer Research*, Toronto, Canada: October 2003.

Tracking the Activation of Goals During the Choice Process: Insights into Biased Processing. *Behavioral Decision Research in Management*, Chicago, IL: May 2002.

In Search of Consumer Goals. *Association of Consumer Research*, Austin, TX: October 2001.

Thoughts that Count: Fairness and Possibilities, Intentions and Reactions. *Association of Consumer Research*, Austin, TX: October 2001.

Predecisional Distortion in Real Product Choice. *Behavioral Decision Research in Management*, Tucson, AZ: May 2000.

The Impact of a Warning on Predecisional Distortion. *Society for Consumer Psychology*, San Antonio, TX: February 2000.

The Impact of Expected Disparity on Consumer Decisions: Evidence for Disparity Theory. *Judgment and Decision Making*, Los Angeles, CA: November 1999.

Disparity Pursuit Theory: The Role of Expectations in Product Choice. *Association for Consumer Research*, Columbus, OH: October 1999.

## **Cases**

Fuqua Weekend Executive MBA Marketing A (2005), A backward market research case in which students must design a survey to discover key factors affecting likelihood that a prospective WEMBA student passes through stages of admissions funnel. Case requires both sample design and questionnaire design. (co-authored with John Lynch)

Fuqua Weekend Executive MBA Marketing B (2006), Companion to A case. Students receive an overview of the survey that was actually executed. Using this, they plan data tables to answer management questions. (co-authored with John Lynch)

Fuqua Weekend Executive MBA Marketing C (2006), Companion to A & B cases. Students receive a dataset with actual responses to survey to analyze to generate recommendations for marketing action. (co-authored with John Lynch)

## **Thesis Committees**

Aner Tal (PhD expected in Marketing, Fuqua, 2009)

Robin Tanner (PhD in Marketing, Fuqua, co-chair, 2008)

Samuel Bond (PhD in Marketing, Fuqua, 2007)

Nicole Murphy (Masters in Marketing, Fuqua, chair, 2004)

## **Reviewer**

Cognitive Science, Decision Analysis, Journal of Behavioral Decision Making, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Management Science, Organizational Behavior and Human Decision Processes

ACR Program Committee (2006)

ACR Competitive Paper Reviewer 2001-2005, 2007, 2008, 2009

SCP Competitive Paper Reviewer 2004-2008

## **Professional Affiliations**

American Marketing Association

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

## **Teaching**

**Core Marketing (Marketing Management), Weekend Executive MBA**

Ratings (out of 7): Instructor = 6.45; Course = 6.25

**Market Intelligence Elective, Daytime and Global Executive MBA**

Ratings (out of 7): Instructor = 6.11; Course = 5.81