

***Selin A. Malkoc***  
*Curriculum Vitae – April 2026*

Fisher College of Business  
The Ohio State University  
Fisher Hall 510, 2100 Neil Ave.,  
  
Columbus, OH 43210

Office: (614) 292-3212  
Cell: (919) 260-9502  
Email: [malkoc.5@osu.edu](mailto:malkoc.5@osu.edu)  
Web: [www.selinmalkoc.com](http://www.selinmalkoc.com)

**Academic Employment** \_\_\_\_\_

The Ohio State University, Columbus, OH, USA.

*Professor of Psychology (by courtesy), 2024 – present.*

*Fisher College of Business Distinguished Professor, 2023 – present.*

*Professor of Marketing, 2022 – present.*

*Associate Professor of Marketing, 2017 – 2022.*

*Assistant Professor of Marketing, 2016 – 2017.*

Washington University in St. Louis. St. Louis, MO, USA

*Marcile and James Reid Associate Professor of Marketing, 2014 – 2015.*

*Associate Professor of Marketing, 2013 – 2016.*

*Assistant Professor of Marketing, 2008 – 2013.*

University of Minnesota. Minneapolis, MN, USA.

*Assistant Professor of Marketing, 2006 – 2008.*

**Education** \_\_\_\_\_

*Ph.D., Marketing, 2006*

Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, NC, USA

*B. A. with Highest Honors, Business Administration, 2000*

Bilkent University, Ankara, Turkey

**Research Interests** \_\_\_\_\_

Consumer behavior

Judgment and decision making,

Intertemporal preferences

Time perception

Time consumption

Scheduling

Political decision making

## Honors & Awards

---

Decision Sciences Collaborative, Small Grant Recipient (w/ Indeesh Mukhopadhyay), 2024  
Mission Research Award, Notre Dame University, 2023.  
Faculty Mentor, SJDM Mentor Matching Program, 2022, 2024.  
Invited Discussant, “The Pandemic,” Society of Consumer Research Annual Conference, 2022.  
Research and Innovation Showcase, The Ohio State University, 2020.  
AMA-Sheth Distinguished Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, 2019.  
Faculty Mentor, Diversity & Inclusion in SJDM, 2021, 2022.  
Faculty Mentor, Woman in SJDM, 2019, 2020.  
Faculty Recognition Award, Fisher College of Business, 2017, 2019, 2020.  
Outstanding Reviewer Award, Journal of Consumer Research, 2017  
Faculty Fellow, Early Career Mentorship Program, Association of Consumer Research, 2017, 2022.  
Panelist, Society of Medical Decision Making, 2015.  
Chancellor’s Grant, Washington University in St. Louis, 2015.  
Marcile and James Reid Chair, Olin Business School, 2014 – 2015.  
William F. O’Dell Award, American Marketing Association, 2013.  
Faculty Fellow, Society of Consumer Psychology Doctoral Symposium 2013-2016, 2019, 2021-2023.  
Faculty Fellow, Association of Consumer Research Doctoral Symposium 2011, 2015-2016, 2018-2023.  
Paul E. Green Award, American Marketing Association, 2009.  
Citation of Excellence Award, Emerald Management Reviews, 2009.  
Most Influential Faculty: Alpha Kappa Psi, Carlson School of Management, 2008.  
Merit-bases travel scholarship, JDM@SPSP, 2006.  
Peggy Lee & Sunil Wahal Award (Outstanding “Up and Coming” PhD Student),  
Kenan-Flagler Business School, 2005.  
AMA-Sheth Foundation Doctoral Consortium Fellow, 2004.  
Highest Honors in Business Administration, Bilkent University, Ankara, Turkey, 2000.

## Journal Publications (\* denotes equal authorship)

---

Malkoc, Selin A. (2026), “From Decision Patience to Process Patience: Bridging Decision Impatience and Process Impatience,” *Journal of Consumer Psychology*.

Tonietto, Gabriela, **Selin A. Malkoc**, Kun Wang and Sam Maglio (2026), “How Subjective Duration Shapes Behavior During Gained Time,” *Journal of the Association of Consumer Research*.

Orbadeyava, Nailya, **Selin A. Malkoc**, Christine Kim, Monika Lisjak, Elicia John, Grant Donnelly, Lisa A. Cavanaugh and Vikas Mittal, (2026), “Politics in the Middle: A Call to Study Nuanced Political Differences in a Binary World” *International Journal of Research in Marketing*.  
\* Special issue on the 12th Invitational Choice Symposium

- Jin, Jianna, **Selin A. Malkoc**, and Russell H. Fazio, (2023) “For Whom Do Boundaries Become Restrictions? The Role of Political Orientation” *Journal of Experimental Psychology: General*, 152(7), 2118-2124.
- Deng, Xiaoyan, Xiaojing Yang, Yuwei Jiang and **Selin A. Malkoc** (2023) “Reflection, Resilience, Rebound: Consumer Coping with the Pandemic,” *Journal of the Association of Consumer Research*, 8(2), 121-129.
- Tonietto, Gabriela, Eric VanEpps, **Selin A. Malkoc** and Sam Maglio (2022) “Time Will Fly During Future Fun (But Drag Until Then)” *Journal of Consumer Psychology*, 32(3), 475-483.  
 \* *Selected Media Coverage*: WSJ, BBC, The Today Show, Science Daily, Daily Mail UK, Quartz, The Atlanta Journal-Constitution (print).  
 \* *Altmetric Score* – 631 (3<sup>rd</sup> out of 590 published at JCP)
- Costello, John and **Selin A. Malkoc** (2022) “Why Are Donors More Generous with Time than Money? Perceived Control Over Donations Increases Charitable Giving” *Journal of Consumer Research*, 49(4), 678-696.  
 \* *Featured “the Author’s Table” @ JCR*  
 \* *Winner, “Mission Research Award” @ Notre Dame University*
- Kim, Junha, **Selin A. Malkoc** and Joseph K. Goodman (2022) “The Threshold-Crossing Effect: Just-below Pricing Discourages Consumers to Upgrade,” *Journal of Consumer Research*, 48(6), 1096-1112.  
 \* *AMA CBSIG Travel Award Winner @ Numerical Markers Conference*  
 \* *Featured in HBR Idea Watch*
- Tonietto, Gabriella, **Selin A. Malkoc**, Rebecca Reczek and Mike Norton (2021) “Viewing Leisure as Wasteful Undermines Enjoyment,” *Journal of Experimental Social Psychology*, 97, 104198.  
 \* *Selected Media Coverage*: BBC, Washington Post (print), Chicago-Sun Times (print), Vice., cnet, Business Insider, The Telegraph, Medium.  
 \* *Altmetric Score* – 674 (6<sup>th</sup> out of 2087 at JESP)
- Goodman, Joseph K.\*, **Selin A. Malkoc**\* and Mosi Rosenboim (2019) “The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience,” *Journal of Consumer Research*, 46(4), 671-688.  
 \* *Featured Author Interview – Journal of Consumer Research*  
 \* *Selected Media Coverage*: Consumer Talk (KGO Radio San Francisco)
- Tonietto, Gabriela, **Selin A. Malkoc** and Steve Nowlis (2019) “When an Hour Feels Shorter: Future Boundary Tasks Alter Consumption by Contracting Time,” *Journal of Consumer Research*, 45(5), 1085-1102.  
 \* *Altmetric Score* – 731 (3<sup>th</sup> out of 1267 published at JCR)  
 \* *Most shared article – Journal of Consumer Research (May 2018-May 2019)*  
 \* *Selected Media Coverage*: WSJ, Huffington Post, The Atlantic, CNN, Medium, Inc., The Telegraph, Science Direct, Science Daily, Daily Mail, among others
- Malkoc, Selin A.**, and Gal Zauberaman (2019) “Psychological Analysis of Consumer Intertemporal Decisions,” *Consumer Psychology Review*, 2, 97-113.
- Malkoc, Selin A.** and Gabriela N. Tonietto (2019) “Activity versus Outcome Maximization in Time Management,” *Current Opinion in Psychology*, 26, 49-53.  
 \* *Selected Media Coverage*: New York Times, WSJ, Washington Post, ABC News, Vox.com, Bigthink.com, WTIP radio.

- Nelson, Noelle, **Selin A. Malkoc** and Baba Shiv (2018) “Emotions Know Best: The Advantage of Emotional versus Cognitive Responses to Failure,” *Journal of Behavioral Decision Making*, 31(1), 40-51.  
 \* *Selected Media Coverage*: TIME magazine, Science Direct, NY Post, earth.com, Science Daily, Fast Company, My Perfect Failure (featured podcast), mic.com
- Tonietto Gabriela and **Selin A. Malkoc** (2016) “Calendar Mindset: How Scheduling Takes the Fun and Puts the Work in,” *Journal of Marketing Research*, 53(6), 922-936.  
 \* *Altmetric Score* – 515 (4<sup>th</sup> out of 1053 published at JMR)  
 \* Winner of *best poster award*, Society of Judgment and Decision Making 2015  
 \* Winner of *best paper award*, Haring Symposium 2015  
 \* *Selected Media Coverage*: New York Times, NPR, WSJ, Huffington Post, TIME Magazine, OZY, Fox News, ABC News, Inc.com, Innovation Hub, Science Daily, The Economic Times, Top of Mind (BYU radio), among others
- Goodman, Joseph K.\*, **Selin A. Malkoc\*** and Brittney D. Stephenson (2016) “Celebrate or Commemorate? A Material Purchase Advantage When Honoring Special Life Events,” *Journal of the Association of Consumer Research*, 1(4), 497-508.  
 \* *Selected Media Coverage*: New York Magazine, WSJ, TIME Magazine, Marketwatch, International Business Times, Top of Mind (BYU radio)
- Malkoc, Selin A.**, William Hedgcock, and Steve Hoeffler (2013) “Between a Rock and a Hard Place: The Failure of the Attraction Effect Among Unattractive Alternatives,” *Journal of Consumer Psychology* 23(3), 317-329.
- Goodman, Joseph K.\*, and **Selin A. Malkoc\*** (2012) “Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences.” *Journal of Consumer Research*, 39(4), 751-768  
 \* *Selected Media Coverage*: *Psychology Today*  
 \* *Curated for Journal of Consumer Research* “Decisions at a Distance”
- Malkoc, Selin A.**, Gal Zauberaman, and James R. Bettman (2010). “Unstuck from the Concrete! Carryover Effect of Abstract Mindsets in Intertemporal Preferences.” *Organizational Behavior and Human Decision Processes*, 113(2), 112-126.
- Zauberaman, Gal, B. Kyu Kim, **Selin A. Malkoc** and James R. Bettman (2009). “Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences.” *Journal of Marketing Research*, 46(4), 543-556.  
 \* Winner of **William F. O’Dell Award, 2013** (Research paper that has made the most significant long term contribution to marketing theory, methodology and/or practice)  
 \* Winner of **Paul E. Green Award, 2009** (Best paper published at JMR in 2009)  
 \* Winner of **Citation of Excellence Award, 2010**, Emerald Management Review (Recognized as one of the 50 most outstanding research articles published by the top 300 management journals in the world)
- Ratner, Rebecca K, Dilip Soman, Gal Zauberaman, Dan Ariely, Ziv Carmon, Punam A. Keller, B. Kyu Kim, Fern Lin, **Selin A. Malkoc**, Deborah A. Small, and Klaus Wertenbroch (2008), “How Behavioral Decision Research can Enhance Consumer Welfare: From Freedom of Choice to Paternalistic Intervention,” *Marketing Letters*, 19, 383-397  
 \* Special issue on the 7th Invitational Choice Symposium
- Malkoc, Selin A.** and Gal Zauberaman (2006) “Deferring versus Expediting Consumption: The Effect of Outcome Concreteness on Sensitivity to Time Horizon.” *Journal of Marketing Research*, 43(4), 618-627.

**Malkoc, Selin A.,** Gal Zauberma, and Canan Ulu (2005). "Consuming Now or Later? The Interactive Effect of Timing and Attribute Alignability." *Psychological Science*, 16(5), 411-417.

### **Working Papers** (\* denotes equal authorship)

---

Kringlen, Isabella, Grant Donnelly and Selin A. Malkoc "Is This Store Liberal (Un)like me? Consumer Response to Politicized Business Operations" (*second round @ JCR*)

Roy, Sandip, Nicholas Lurie, Danielle Brick, and Selin A. Malkoc "Swipe Right, Swipe Left: Examining the Political Divide in Dating Preferences" (*under review @ PNAS*)

Kim, Junha, Selin A. Malkoc and Rajesh Bagchi "The Ugly Premium Effect: How Including an Ugly Option Increases Purchases from an Assortment" (*under review @ JCR*)

Jin, Jianna, Grant Donnelly, and Selin A. Malkoc "Personal Cost of Tracking Time versus Money," (*under revision*)

Malkoc, Selin A., and Joseph K. Goodman "Do Experiential Purchases Remedy Materialism? Purchase Type and Purchase Goal" (*preparing for submission*)

Kim, Junha & Selin A. Malkoc "'It's Only Fair When I Get a Good Price': Optimistic Price Expectations Under Range Pricing Decreases Fairness Perceptions and Purchase Interest" (*preparing for submission*)

Huang, Yunhui, Kathleen D. Vohs, Joseph K. Goodman, Selin A. Malkoc, and Terry Esper "Stockpiling in a Crisis: How Consumer Social Psychological Needs Contribute to Stockouts" (*working paper*)

Malkoc, Selin A., Grant Donnelly, and David Falco "When Time is Like Money: Thinking of Monetary Value of Time Decreases Willingness to Spend Time on Others, But Increases Time Spent on Self" (*working paper*)

Giruge, Laura and Selin A. Malkoc, "When Home Becomes Your Office: Temporal Flexibility and Fungibility Decreases Well-Being" (*working paper*)

Malkoc, Selin A. \*, Joseph K. Goodman\* and Mosi Rosenboim "Discounting a Lumpsum vs. Payment Stream: More Payments Leads to More Patience" (*working paper*)

### **Selected Work in Progress**

---

Busyness Perceptions (with Indeesh Mukhopadhyay & Sam Maglio) [*three studies complete, studies in progress*]

The Null Event Bias in Perceptions of Causality (with Max Gaerth and Cait Lamberton) [*five studies complete, studies in progress*]

Work-Life Balance Judgments in the Context of Intertemporal Tradeoffs (with Gizem Ceylan & Gal Zauberma) [*three studies complete, studies in progress*]

Block Scheduling (with Ao Zhang) [*two studies complete, studies in progress*]

Asymmetric Punishment of Political Disloyalty (with Anjali Tapadia) [*one studies complete, studies in progress*]

Gained Time is Spent on Paid and Unpaid Work (with Indeesh Mukhopadhyay & Gabbie Tonietto) [*five studies complete, studies in progress*]

## Book Chapter

---

Bhatnagar, Namita, Lerzan Aksoy, and Selin Malkoc (2003), "Embedding Brands Within Media Content: The Impact of Message, Media, and Consumer Characteristics on Placement Efficacy." In L. J. Shrum (Ed.), *The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion*, Mahwah, NJ: Lawrence Erlbaum

## Other Publications and Presentations

---

Bunosso, Isabella, Grant Donnelly and Selin A. Malkoc (2022), "Keeping a Business Safe without a Mask Mandate Requires a Nuanced Approach," *Scientific American*, Digital Article, May 27.

Malkoc, Selin A. (2021), "I Studied People Who Think Leisure is a Waste of Time – Here is What I Found," *The Conversation*, Digital Article, Aug 25.

Malkoc, Selin A. (2021), "Why Vacations Feel Like They're Over Before They Even Start," *The Conversation*, Digital Article, July 5.

Malkoc, Selin A. (2020), "Is An Hour Always An Hour?," *OSU Research & Innovation Showcase*.  
<https://www.youtube.com/watch?v=fiQtA8fBveI>

Malkoc, Selin A. (2018), "Why You Should Stop Seeing Time as a Resource?," *TEDxYearlingRoad*, October 24. <https://www.youtube.com/watch?v=9ux5QXozH-U> (65K + views)

Malkoc, Selin A. (2018), "How Setting a Schedule Can Make You Less Productive," *The Conversation*, Digital Article, June 19.

Malkoc, Selin A. (2017), "The Best Way to Deal with Failure," *The Conversation*, Digital Article, October 24.

Malkoc, Selin A. (2017), "Some Graduation Gifts are Really Better than Others," *The Conversation*, Digital Article, May 30.

Malkoc, Selin A. (2016), "How Making Fun Weekend Plans Really Ruin Your Weekend," *The Conversation*, Digital Article, December 1.

## Refereed Conference Proceedings

---

Malkoc, Selin A. (2013). "Understanding Intertemporal Preferences to Foster Consumer Well-Being: Increasing Patience and Goal Pursuit," in Simona Botti and Aparna Labroo (Eds). *Advances in Consumer Research*, *XLI*.

Malkoc, Selin A. (2012). "Power and Decision Making: Exploring Processes and Nuances," in Z. Gurhan-Canli, C. Otnes and J. R. Zhu (Eds). *Advances in Consumer Research*, *XL*.

Ulkumen, G. and Malkoc, Selin A. (2011). "Antecedents and Consequences, and Variants of Indecisiveness," in R. Ahluwalia, T. Chartrand and R. Ratner (Eds). *Advances in Consumer Research*, *XXXIX*, 235-237.

Malkoc, Selin A. (2010). "Context Effects Revisited: New Antecedents, Moderators and Extensions: A Special Session Summary," in D.W. Dahl, G. V. Johar and S. M. J. van Osselaer (Eds.), *Advances in Consumer Research*, *XXXVIII*, 180-183.

- Malkoc, Selin A. (2008). "Subjective Time and Decisions: The Role of Perception and Experience of Time in Consumer Decision Making: A Special Session Summary," in A. Lee and D. Soman (Eds.), *Advances in Consumer Research*, XXXV, 154-156.
- Malkoc, Selin A. (2008). "Attraction and Compromise Effects Revisited: The Role of Attribute Characteristics and Representation in Context Effects: A Special Session Summary," in A. Lee and D. Soman (Eds.), *Advances in Consumer Research*, XXXV, 122-124.
- Malkoc, Selin A. (2007). "Time and Decision: New Perspectives on Present-Biased Preferences: A Special Session Summary," in G. Fitzsimons and V. Morwitz (Eds.), *Advances in Consumer Research*, XXXIV, 653-656.
- Malkoc, Selin A. (2006). "Time and Decisions: Attention Based Perspective on Temporal Effects in Judgment and Choice: A Special Session Summary," in C. Pechmann and L. Price (Eds.), *Advances in Consumer Research*, XXXIII, 688 - 691.

### **Invited Presentations**

---

- HKUST, Marketing Camp. December 2025.
- WU – Vienna University of Economics & Business, Marketing Seminar Series. November 2025.
- University of Toronto, Marketing Seminar Series. October 2025.
- Koc University, Marketing Seminar Series. September 2025.
- University of California San Diego, Marketing Seminar Series. May 2025.
- National University of Singapore, Marketing Seminar Series. March 2025.
- National University of Singapore, Centre for Behavioural & Implementation Science Interventions. March 2025.
- University of California Los Angeles, BDM Seminar Series. January 2025.
- Stanford University, Marketing Camp. May 2024.
- Carnegie Mellon University, Center of Behavioral and Decision Research Seminar Series. April 2024.
- Arizona State University, Marketing Seminar Series. April 2024.
- University of Connecticut, Marketing Seminar Series. February 2024.
- University of Michigan, Marketing Seminar Series. January 2024.
- University of Southern California, Marketing Seminar Series. September 2023.
- The 12<sup>th</sup> Triennial Invitational Choice Symposium. August 2023.
- Yale Summer Behavioral Decision-Making Symposium. June 2023.
- University of Tennessee, Marketing Seminar Series. May 2023.
- Virginia Tech, Marketing Seminar Series. April 2023.
- University of Minnesota, Marketing Camp. April 2023.
- Boston University, Marketing Brown Bag. March 2023.
- Invited Moderator, The Risk Institute Annual Conference, The Ohio University. March 2023.
- Rotterdam School of Management & Erasmus School of Economics. May 2022.
- Symposium on Pandemic Decision Making, The Ohio State University. April 2022.

The Risk Institute Webinar @ The Ohio State University. May 2021  
University of Tel Aviv, Marketing Seminar Series. February 2021.  
University of Washington, Marketing Seminar Series. January 2021.  
Frankfurt School of Finance & Management, Marketing Research Camp. August 2019.  
Cornell University, Marketing Camp. April 2019.  
Decision Science Collaborative, The Ohio State University. March 2019.  
The Ohio State University, Social Cognition Research Group. December 2018.  
London Business School, Summer Marketing Camp. July 2018.  
Symposium on Alienation and Meaning in Production and Consumption. January 2017.  
The Ohio State University, Group of Attitudes and Persuasion (GAP). September 2016.  
The 10<sup>th</sup> Triennial Invitational Choice Symposium. May 2016.  
Wharton Marketing Camp, University of Pennsylvania. February 2016.  
Ohio State University, Marketing Seminar Series. January 2016.  
University of Texas at Austin, Marketing Seminar Series. November 2015.  
University of Chicago, Marketing Seminar Series. April 2015.  
Marketing in Israel (MI13) Camp. December 2013.  
University of Southern California, Marketing Seminar Series. December 2013.  
University of California – Irvine, Marketing Seminar Series. December 2013.  
HEC – Paris, Marketing Seminar Series. February 2013.  
University of California – San Diego, Marketing Seminar Series. December 2012.  
Washington University, Social and Personal Psychology Seminar Series. September 2012.  
Yale/Stanford/UC Berkeley Summer Decision Making Symposium. May 2012  
University of California – Riverside, Marketing Seminar Series, May 2012.  
Katholieke Universiteit Leuven, Marketing Seminar Series. November 2011.  
University of Chicago, Marketing Seminar Series. February 2008.  
Washington University at St. Louis, Marketing Seminar Series. November 2007.  
University of South Carolina, Marketing Seminar Series. November 2007.  
The 7<sup>th</sup> Triennial Invitational Choice Symposium. June 2007.  
INSEAD, Marketing Seminar Series. March 2007.

### **Conference Presentations**

---

- Mukhopadhyay, I & Malkoc, S. A. “When is Consumption an Investment? The Role of Partitioning,” ACR 2025.
- Roy, S., Lurie, N, Brick, D, & Malkoc, S. A. “Asymmetric Animus: Democrats are Less Open to Relationships with Members of the Opposite Party,” ACR 2025.

- Mukhopadhyay, I, Malkoc, S. A. & Maglio, S. “*Boredom Begets Speed Consumption, Speed Consumption Begets Boredom: The Feedback Loop of Speed Consumption*,” *EMAC 2025, SCP 2026*.
- Jin, J., Donnelly G., & Malkoc, S. A. “The Social Consequences of Time Tracking,” *ACR 2023*.
- Gaerth, M., Lambertson, C., & Malkoc, S. A. “The Null Event Bias in Perceptions of Causality,” *ACR 2023, SCP 2025*.
- Jin, J., Galak, J., & Malkoc, S. A. “Understanding How Consumers Respond to Conflicting Political Information: Liberals engage in Symetric Updating and Conservatives Engage in Asymmetric Updating,” *Choice Symposium 2023, ACR 2023*.
- Jin, J., Whillans, A., & Malkoc, S. A. “How Consumers “Steal” Time to Engage in Passive Leisure Alone,” *ACR 2023, SCP 2024*.
- Malkoc, S. A., Goodman, J. K., & Walker, J. “Materialistic Experiences: When Experiences Do Not Lead to More Happiness,” *BDM 2023*.
- Bunosso, I., Donnelly, G., & Malkoc, S. A. “Is this Store Liberal (Un)like me? Consumer Response to Company Policies in a Politically Polarized World,” *ACR 2022, SCP 2023*.
- Kim, J., Malkoc, S. A., & Johnson, L. “It’s Only Fair When I Get a Good Price”: The Effectiveness of Range Pricing Strategy Depends on the Final Price” *ACR 2022, SCP 2023, EACR 2023*.
- Bunosso, I., Walker, J., Malkoc, S. A., & Goodman, J. K. “Experientialistic” Consumption: Consuming Experiences in a Materialistic Way Leads to Less Happiness,” *ACR 2022*.
- Kim, J., Goodman, J. K., & Malkoc, S. A. “BOGO Frees You: Promotions and Adventurous Product Choices” *ACR 2022*.
- Bunosso, I., Donnelly, G., & Malkoc, S. A. “Consumer Response to COVID-19 Masking Policies in a Politically Polarized World,” *SCP 2022*.
- Huang, Y., Goodman, J. K., Malkoc, S. A., Vohs, K., & Esper, T. “Stockpiling Goods as Indicators of Loneliness and Anxiety: Hoarding Behavior in Times of Crisis,” *ACR 2021*.
- Tonietto, G., Malkoc, S. A., & VanEpps, E., & Maglio, S. “Time Will Fly During Future Fun (But Drag Until Then),” *ACR 2021*.
- Jin, J., Malkoc, S. A., & Fazio, R. “Restriction or Structure? Republicans See Boundaries as Restriction,” *ACR 2021, SCP2022, EMAC 2022*.
- Tonietto, G., Malkoc, S. A., & Maglio, S. “Gained Time Expands,” *SCP 2021, ACR 2021*.
- Malkoc, S. A., Goodman, J. K., & Rosenboim, M. “Discounting a Lump-sum vs. Payment Stream: More Payments Leads to More Patience,” *SCP 2019, ACR 2019*.
- Kim, J., Malkoc, S. A., & Goodman, J. K. “The Left-Digit Effects Discourages Consumers to Upgrade” *ACR 2019, SCP 2020*.
- Malkoc, S. & Tonietto, G. “Spending Gained Time” *ACR 2019, SCP 2020. ACR 2020*.
- Falco, D., Malkoc, S. A., & Donnelly, G. “When Time is Like Money: Thinking of Monetary Value of Time Decreases Willingness to Spend Time on Others, But Increases Time Spent on Self,” *ACR 2019*.

- Tonietto, G., Malkoc, S. A., Nowlis, S., & Jiang, Z. "The Effect of Temporal Separation between Choosing and Buying on Purchase Incidence," *ACR 2019, SCP 2020*.
- MacDonald, T., Malkoc, S. A., Bjaelkebring, P., & Peters, E. "Perceptions of Numeric Magnitudes Underlie both Subjective Time Perceptions and Temporal Discounting," *SJDM 2018, SPUDM 2019*.
- Lee, K. K., Malkoc, S. A., & Rucker, D. R. "11," *ACR 2018*.
- Costello, J., & Malkoc, S. A. "Differences in Spending Time and Money: The Case of Charitable Giving," *SCP 2018, E-ACR 2018, BDRM 2018, ACR 2018, SCP 2019*.
- Tonietto, G., Malkoc, S. A., & Nowlis, S. "When An Hour Feels Shorter: Future Boundary Tasks Contract the Perception and Consumption of Time," *SCP 2016, JDM 2016, ACR 2016*.
- Goodman, J. K., Malkoc, S. A., & Rosenboim, M. "How You Spend Your Money Matters: The Material-Experiential Asymmetry in Present Bias," *E-SCP 2015, SCP 2016, Choice Symposium 2016, ACR 2017, SCP 2018*.
- Dalton, B., Goodman, J. K., & Malkoc, S.A. "Celebrate or Commemorate? A "Material Advantage" When Marking Special Occasions," *BDRM 2014, ACR 2014, E-SCP 2015, ACR 2016*.
- Tonietto, G. & Malkoc, S.A. "Calendar Mindset: How Scheduling Takes the Fun and Puts the Work in," *ACR 2014*.
- Lee, K. K., Malkoc, S. A., & Rucker, D. R. "Present Bias Revisited: Loss of Psychological Control as an underlying mechanism," *ACR 2013, SCP 2014*.
- Malkoc, S. A., Botti, S., and Gneezy, A., "Giving It the Benefit of Doubt: When No Reviews is Good Reviews," *ACR 2011, Marketing Science 2013*.
- Goodman J. and Malkoc S. A. "When Large Assortments is All the Same: Construal and the Preference for Smaller Assortments." *SCP 2010, E-SCP 2012, SCP 2012*.
- Malkoc, S. A. and Duguid, M. "Not All Power is Created Equal: Role of Social and Personal Power in Decision Making," *JDM 2010, ACR 2012, E-ACR 2013*.
- Ulkumen, G. and Malkoc, S. A. "Blurring Similarities and Differences: How Category Width Changes Comparison Focus," *ACR 2011, SCP 2012, ACR 2012*.
- Malkoc, S. A., Hedgcock, B., and Hoeffler, S. "Between a Rock and a Hard Place: Desirability Based Attenuation of the Attraction Effect." *SCP 2009, ACR 2010*.
- Malkoc, S. A., and Redden J. P. "Construal Level and Perceived Variety." *SCP 2008, ACR 2008*.
- Malkoc, S, Hoeffler, S., and Hedgcock, B. "Valence Asymmetries in Preference: The Case of Attraction and Compromise Effects." *JDM 2006, ACR 2007, SCP 2008*.
- Zauberman, G, Kim, B. K., Malkoc, S. A., and Bettman, J. R. "Discounting Time and Time Discounting: Subjective Time Perception and Intertemporal Preferences." *ACR 2007, JDM 2007, SCP 2008*.
- Kim, B. K., Malkoc, S. A., and Zauberman, G. "The Role of Special Dates in Intertemporal Choice" *ACR 2007*.
- Malkoc, S. A., Zauberman, G. and Bettman, J. "Impatience is In the Mindset! Carryover Effect of Processing Abstractness in Sequential Tasks." *Decision Making @ SPSP 2006, SCP 2006, BDRM 2006, ACR 2006*.

Zauberman, G., Bettman J. and Malkoc S. A. "Time Horizon Neglect: Prospective Duration Insensitivity in Intertemporal Choice." *ACR 2005*.

Malkoc, S. A. and Zauberman, G. "Deferring versus Expediting Consumption: The Effect of Outcome Concreteness on Sensitivity to Time Horizon." *INFORMS 2003, BDRM 2004, ACR 2004, SCP 2005*.

Malkoc, S., Zauberman, G. and Ulu, C. "Consuming Now or Later? The Interactive Effect of Timing and Attribute Alignability." *ACR 2003, SCP 2004, JDM 2004*.

Bhatnagar, N., Aksoy, L. and Malkoc, S. "Efficacy of Brand Placements: The Impact of Brand, Media and Consumer Characteristics." *ACPC 2002, ACR 2002*.

## Service

---

### Service to the Field

#### Editor

- *Co-Editor, Journal of Association of Consumer Research – Pandemic Transformed Economy* (April 2023 issue)

#### Associate Editor

- *Journal of Consumer Research* (2025-present)
- *International Journal of Research in Marketing* (2022-present)

#### Editorial Review Board

- *Journal of Consumer Research* (2016-2024)
- *Journal of Consumer Psychology* (2017-present)
- *Journal of Marketing Research* (2026-present)
- *International Journal of Research in Marketing* (2021-2022)

#### Scientific Advisory Committee

- *Consumer Psychology Review* (2026-present)

#### Conferences

- *Co-Chair – Association of Consumer Research Annual Conference* (2025)
- *Co-Chair – AMA Sheth Doctoral Symposium* (2024)
- *Co-Chair – Mid-Career Workshop, Association of Consumer Research* (2024)
- *Co-Chair – Society for Consumer Psychology Annual Conference* (2020)
- *Co-Chair – Doctoral Symposium & Research Skills Workshop for Society for Consumer Psychology* (2018)
- *Associate Editor – Association of Consumer Research* (2017, 2021, 2023)
- *Associate Editor – Society for Consumer Psychology* (2016)
- *Program Committee – Association for Consumer Research* (2010, 2013-2016, 2018-2020, 2022, 2024)
- *Program Committee – Society for Consumer Psychology* (2009-2010, 2013-2015, 2017-2019, 2021, 2023)
- *Program Committee – Society for Consumer Psychology, Boutique* (2012, 2015)
- *Program Committee – European Association for Consumer Research* (2018)

- *Program Committee – Society of Judgment and Decision Making (2018, 2019)*
- *Program Committee – EMAC (2022, 2023)*
- *Program Committee – La Londe (2023)*

Service to Professional Associations:

- *Treasurer - Association for Consumer Research (2021-2023)*
- *Committee Member, Society of Consumer Psychology Career Early Award Selection (2022)*
- *Conference Planning Committee - Society for Consumer Psychology (2020 – 2021)*

Reviewing

Marketing

- *Journal of Marketing Research*
- *Journal of Marketing*
- *Marketing Science*
- *Journal of Retailing*
- *Journal of Marketing Behavior*
- *MSI Dissertation Proposal Competition*
- *Research Grant Council (Hong Kong)*

Management/Business

- *Management Science*
- *Journal of Behavioral Decision Making*
- *Organizational Behavior and Human Decision Processes*

- *Production and Operations Research Journal*

Psychology

- *Journal of Personality and Social Psychology*
- *Journal of Experimental Psychology: General*
- *Journal of Experimental Psychology: Applied*
- *Psychological Science*
- *Journal of Experimental Social Psychology*
- *Psychonomic Bulletin and Review*
- *Cognitive Science*
- *NeuroPsychoEconomics*
- *Social Cognition*
- *Social Psychological and Personality Science*

**The Ohio State University**

*Department Level*

Chair, Graduate Programs, 2025 – present.

Committee Member, Recruiting Committee, 2025.

Chair, Recruiting Committee, 2023.

Chair, Marketing Undergraduate Program Committee, 2017 – 2022.

Subject Pool Director, 2017 – 2024.

Committee Member, Marketing PhD Committee, 2019 – 2025.

Committee Member, Recruiting Committee, 2018 – 2019.

Co-Chair, Search Committee Member for Discovery Theme Hiring, 2017 – 2018.

Committee Member, Search Committee Member for Discovery Theme Hiring, 2016 – 2017.

Organizer, Marketing Seminar Series, 2016 – 2017.

*College Level*

Member, EMBA Program Committee, 2023 – 2025.

Co-Director, Behavioral Lab, 2023 – 2025.  
Chair, College Research Committee, 2021 – 2023.  
Co-Organizer, New Faculty Orientation, 2020, 2022, 2023.  
Committee Member, College Research Committee, 2019 – 2021.  
Committee Member, Undergraduate Program Committee, 2017 – 2019.  
Speaker, Fisher Alumni Board, April 2019.  
Speaker, Fisher Gateway Seminars “Time Management”, Fall 2018.  
Panelist, New faculty Orientation 2017, 2018, 2019.

#### *University Level*

Committee Member, Associate Deans of Research, 2021 – 2023.  
Committee Member, Decision Sciences Collaborative Steering Committee, 2019 – present.  
Judge, COVID-19 Seed Funding Proposal (2020).  
Judge, Hayes Forum (2019).  
Committee Member, Vice Provost for Global Strategies & International Affairs Search, 2017.  
Faculty Liaison, Policy Writing Group – Pregnant and Parenting Students, 2017.

#### **Washington University in St. Louis**

Committee Member, University-wide IRB Advisory Board, 2015 – 2016.  
Committee Member, BSBA Curriculum Committee, 2013 – 2015.  
Organizer and Presenter, PhD Development Workshop, Fall 2014, Spring 2015.  
Faculty Panel Participant, MBA Preview Weekend, October 2012 & 2013.  
Presenter, New faculty Orientation 2009, 2011, 2013, 2014.  
Organizer, External Speaker Series, 2012-2013.  
Faculty Panel Participant, Go International, July 2012, 2013, 2014.  
Faculty Panel Participant, MBA Admitted Students Weekend, April 2012, 2013 & 2014.  
Faculty Representative, Convocation 2009, 2011.  
Invited Faculty Presenter – Professional Development Workshop (Organizer: Judi McLean Parks),  
September 2012 & June 2014.  
Committee Member, Dean’s Scholarship Selection Committee, 2010

#### **University of Minnesota**

Subject Pool Technology Coordinator, Marketing Department, Carlson School of Management,  
University of Minnesota, 2006 - 2008.  
Invited Speaker, New Faculty Orientation, Carlson School of Management, 2007  
Behavioral Lab Management Committee, Carlson School of Management, University of Minnesota,  
2006 - 2008.

## University of North Carolina

Behavioral Lab Coordinator, Kenan-Flagler Business School, 2004-2006.

Ph.D. Association President, Kenan-Flagler Business School, 2003-2004

## Teaching Experience

---

Marketing Research, *Undergraduate*, The Ohio State University (Fisher College of Business), Fall 2022, Fall 2023.

Consumer Judgment and Decision Making, *PhD*, The Ohio State University (Fisher College of Business), Spring 2018, Fall 2019, Fall 2021, Spring 2025, Fall 2026.

Consumer Psychology, *MBA*, The Ohio State University (Fisher College of Business), Fall 2019, Fall 2020, Fall 2022, Fall 2023.

Consumer Behavior, *Undergraduate*, The Ohio State University (Fisher College of Business), Spring 2017, Spring 2018, Spring 2019, Fall 2019, Fall 2020, Fall 2021, Spring 2026, Fall 2026.

Judgment and Decision Making, *PhD*, Washington University in St. Louis (Olin Business School), Spring 2012, Spring 2016.

Marketing Research, *MBA, PMBA & MSCA*, Washington University in St. Louis (Olin Business School), Spring 2010, Spring 2011, Spring 2012, Spring 2013, Spring 2014, Fall 2014, Spring 2016.

Advanced Marketing Research, *MBA, PMBA & MSCA*, Washington University in St. Louis (Olin Business School), Spring 2013, Spring 2014, Fall 2014, Spring 2016.

Marketing Research, *Undergraduate*, Washington University in St. Louis (Olin Business School), Fall 2008 2009, 2010, Spring 2013, Spring 2014, Fall 2014, Spring 2016.

Marketing Research, *Undergraduate*, University of Minnesota (Carlson School of Management), Fall 2006, Fall 2007.

Marketing Research, *Undergraduate*, University of North Carolina (Kenan-Flagler Business School), Spring 2004.

## Undergraduate Advising

Honors Thesis Advisor, Fisher College of Business – Eric Rodriguez

Honors Thesis Advisor, Fisher College of Business – Lily Johnson (winner at the 2022 Denman Research Forum)

Honors Thesis Advisor, Fisher College of Business – Vicki Jin (presented at 2019 Denman Research Forum)

Independent Study Supervisor, Olin Business School – Zachary Friss

Independent Study Supervisor, Olin Business School – Drew Koch

## Candidacy Exams

Candidacy Exam Committee – Aviva Philipp-Muller (OSU Psych)

Candidacy Exam Committee – Tina Nguyen (OSU Psych)

Candidacy Exam Committee – David Falco (OSU Psych)

## PhD Advising

Dissertation Committee Member – Sandip Roy (UCONN; in progress)

Dissertation Committee Member – Cory Haltman (OSU; first placement: University of Indiana)

Dissertation Committee Member – Kun Wang (Rutgers University; first placement: Peking University)

Co-Advisor & Dissertation Committee Member– Jianna Jin (OSU; first placement: Notre Dame)

Dissertation Co-Chair – Junha Kim (OSU; first placement: Rutgers University)

Dissertation Committee Member – Gunes Biliciler Unal (UT Austin; first placement: Koc University)

Dissertation Committee Member – John Costello (OSU; first placement: Notre Dame)

Dissertation Committee Member – Lei Jia (OSU; first placement: UMass)

Dissertation Co-Chair – Gabriela Tonietto (Wash U; first placement: Rutgers University)

Dissertation Committee Member – Koray Cosguner (Wash U; currently @ University of Indiana)

Dissertation Committee – Noelle Nelson (U of M; currently @ University of Oregon)

## Membership

---

Association for Consumer Research

American Psychological Association

Association for Consumer Psychology

American Marketing Association

Society for Judgment and Decision Making