

Joseph K. Goodman

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ACADEMIC APPOINTMENTS

Professor of Marketing & Professor of Psychology (by courtesy), The Ohio State University, 2024 – present.

Chair, Department of Marketing & Logistics, The Ohio State University, 2019 – 2024.

Associate Professor of Marketing, The Ohio State University, 2018 – present.

Assistant Professor of Marketing, The Ohio State University, 2016 – 2018.

Associate Professor of Marketing, Washington University in St. Louis, 2013 – 2016.

Assistant Professor of Marketing, Washington University in St. Louis, 2008 – 2013.

Assistant Professor of Marketing, University of South Carolina, 2007 – 2008.

EDUCATION

Ph.D., Marketing, McCombs School of Business, The University of Texas at Austin, 2007.

B.B.A., Business Honors and Marketing, with honors, McCombs School of Business, The University of Texas at Austin, 2001.

PRIMARY RESEARCH INTERESTS

Consumer Happiness & Well-Being with/from Material and Experiential Purchases

Product/Feature Assortment and Variety in Decision Making

Pricing, Bundling, and Upgrade Decision Making

Mechanical Turk (Mturk) and Online Data Collection

PUBLICATIONS

Goodman, Joseph K., Jeff Galak, and Kristin Diehl (2025), “Experiencing Consumption: The Social Nature and Physicalization of the Ephemeral,” *Journal of the Association for Consumer Research*, 10 (4) 331-335.

Lim, Sarah, Stijn M. J. van Osselaer, **Joseph K. Goodman**, Christoph Fuchs, and Martin Schreier (2024), “The Starbucks Effect: When Name-based Order Identification Increases Consumers’ Store Preference and Service Satisfaction,” *Journal of Retailing*, 100, 316-329.

Goodman, Joseph K. and Scott Wright (2023), “MTurk and Online Panel Research: The Impact of COVID-19, Bots, TikTok, and other Contemporary Developments,” in *The Cambridge Handbook of Consumer Psychology*, eds. Cait Lamberton, Derek Rucker, Stephen A. Spiller (2nd Ed).

Weingarten, Evan, Kristen Duke, Wendy Liu, Rebecca W. Hamilton, On Amir, Gil Appel, Moran Cerf, **Joseph K. Goodman**, Andrea C. Morales, Ed O’Brien, Jordi Quoidbach, Monic Sun (2023), “What Makes People Happy? Decoupling the Experiential-Material Continuum,” *Journal of Consumer Psychology*, 33 (1), 97-106.

Kim, Junha, Selin Malkoc, and **Joseph K. Goodman** (2022), "The Threshold-crossing Effect: Just-below Pricing Discourages Consumers to Upgrade," *Journal of Consumer Research*, 48 (April), 1096-1112.

Weingarten, Evan and **Joseph K. Goodman** (2021), "Re-examining the Experiential Advantage in Consumption: A Meta-Analysis and Review," *Journal of Consumer Research*, 47 (April), 855-877.

- Award Winner: *Journal of Consumer Research Best Article Award (for 2021)*

Goodman, Joseph K. and Rebecca Walker Reczek (2021), "Choosing What to Choose From: Preference for Inclusion over Exclusion when Constructing Consideration Sets from Large Choice Sets," *Journal of Behavioral Decision Making*, 34 (1), 85-98.

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 (December), 671-688.

Wright, Scott A. and **Joseph K. Goodman** (2019), "Mechanical Turk in Consumer Research: Perceptions and Usage in Marketing Academia," in *Handbook of Methods in Consumer Psychology*, eds. Frank R. Kardes, Paul M. Herr, and Norbert Schwarz, New York: Routledge.

Ellen, Pam Scholder, June Cotte, and **Joseph K. Goodman** (2019), "The B-School's Glass Ceiling," *BizEd*, March-April, 42-47.

Goodman, Joseph K. and Sarah Lim (2018), "When Consumers Prefer to Give Material Gifts Instead of Experiences: The Role of Social Distance," *Journal of Consumer Research*, 45 (August), 365-382.

Goodman, Joseph K. and Gabriele Paolacci (2017), "Crowdsourcing Consumer Research," *Journal of Consumer Research*, 44 (June), 196-210.

Goodman, Joseph K., Selin A. Malkoc, and Brittney Stephenson (2016) "Celebrate or Commemorate? A Material Purchase Advantage when Honoring Special Life Events," *Journal of the Association for Consumer Research*, 1 (4), 497-508.

Ward, Morgan K., **Joseph K. Goodman**, and Julie R. Irwin (2014), "The Same Old Song: The Power of Familiarity in Music Choice," *Marketing Letters*, 25, 11, 1-11.

- Lead article

Goodman, Joseph K., Cynthia E. Cryder, and Amar A. Cheema (2013), "Data Collection in a Flat World: Strengths and Weaknesses of Mechanical Turk Samples," *Journal of Behavioral Decision Making*, 26 (July), 213-224.

- Lead article
- #1 cited article published in *JBDM* in the past 3 years and 3rd of all time.

Goodman, Joseph K., Susan Broniarczyk, Jill Griffin, and Leigh McAlister (2013), "Help or Hinder? When Recommendation Signage Expands Consideration Sets and Heightens Decision Difficulty," *Journal of Consumer Psychology*, 23 (April), 165-174.

- Lead article

Goodman, Joseph K. and Caglar Irmak (2013), "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," *Journal of Marketing Research*, 50 (February), 44-54.

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*, 38 (December).

Nicolao, Leonardo, Julie R. Irwin, and **Joseph K. Goodman** (2009), "Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases?" *Journal of Consumer Research*, 36 (August), 188-198.

Goodman, Joseph K. and Julie R. Irwin (2006), "Special Random Numbers: Beyond the Illusion of Control," *Organizational Behavior and Human Decision Processes*, 99 (March), 161-174.

WORKING PAPERS

Kim, Junha and Joseph K. Goodman "Are Critics More Credible? When Positivity is the Norm, Negative Reviewers are Perceived to be Less Credible," under 3rd round review *Journal of Consumer Research*

Oh, Hyewon, Joseph K. Goodman, Kathleen Vohs, Dan Schley, and Incheol Choi, "Subjective Well-Being Enhances Experiential Perceptions Products to be Seen as Experiences."

Lim, Sarah and Joseph K. Goodman, " Experiences for Me but Material for You: Consumers and Managers Underestimate the Experiential Advantage for Others."

Park, Joowon, Junha Kim, and Joseph K. Goodman "Better to Converge Low than Diverge High: When Higher Review Ratings Backfire."

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

SELECTED WORKS IN PROGRESS

"Do Experiential Purchases Remedy Materialism? Decoupling Purchase Type and Purchase Goal," with Selin Malkoc

"Discounting a Lump-sum vs. Payment Stream: More Payments leads to More Patience," with Selin A. Malkoc and Mosi Rosenboim

"The Psychological Value of Material Goods"

"One of Each: Variety Seeking to Avoid Choice Difficulty"

"BOGO Frees You: Free Options Lead to Adventurous Product Choices," with Junha Kim and Selin Malkoc

INVITED PRESENTATIONS

- Vienna University of Economics and Business, Research Seminar Series, Nov 2025, Vienna, Austria.
- University of Southern California, Marketing Brownbag Series, Jan 2025, Los Angeles, CA.
- Stanford University, Marketing Seminar Series, Nov 2024, Stanford, CA.
- Ivey Business School, Western University, Ivey Executive Marketing Roundtable & Marketing Seminar Series, Oct 2024, London, Ontario, Canada.
- University of Toronto, Marketing Seminar Series, April 2024, Toronto, Ontario, Canada.
- ACR Workshop: Online panel experimental methods, Association for Consumer Research conference, Seattle, Oct 2023.

- AMA Marketing & Public Policy Conference Plenary, "Threats to the Integrity of Marketing & Public Policy Research," June 2023, Arlington, VA.
- Yale Summer Decision Making Symposium, "Materialistic Experiences: When Experiences Do Not Lead to More Happiness and the Case for Experiential Values," June 2023, Istanbul.
- University of Tennessee, Marketing Seminar Series, "Materialistic Experiences: When Experiences Do Not Lead to More Happiness and the Case for Experiential Values," May 2023, Knoxville, TN.
- Innovations in Online Research, CloudResearch virtual conference, Sept 2022.
- AMA-Sheth Foundation Doctoral Consortium, Data Issues in Marketing, July 2022, Austin, TX.
- Columbia University, Marketing Seminar Series, "Questioning the Experiential Advantage: Why Do Consumers Continue to Buy (and Give) Material Goods?" April 2022, New York, NY.
- George Washington University Marketing Seminar Series, "Questioning the Experiential Advantage: Why Do Consumers Buy (and Give) Material Goods?" Nov, 2020.
- Using Mturk for Research, Master Class at AMA Marketing Summer Educator's Conference, Virtual Conference, August 2020.
- UCLA, Marketing Seminar Series, "Discounting Beyond a Lump-Sum: How Material Goods and Payment Streams Decrease Impatience" Jan 2020, Los Angeles, CA.
- UCSD, Marketing Seminar Series, "Discounting Beyond a Lump-Sum: How Material Goods and Payment Streams Decrease Impatience" Jan 2020, San Diego, CA.
- Trends, Issues, and Best Practices in Running Studies Online, ACR Doctoral Symposium, Atlanta, GA, Oct 2019.
- Running Studies Online, Master Class at AMA Marketing Summer Educator's Conference, Chicago, IL, Aug 2019.
- London Business School Summer Research Camp, "Rethinking the Experiential Advantage," July 2018, London, England.
- 9th Biennial Marketing and Public Policy Research Workshop and Doctoral Seminar, "When, Why, and How of Using MTurk for Public Policy Research," June 2018, Columbus, OH.
- Research Skills Workshop, SCP Doctoral Consortium & Pre-Conference, "Mturk: Current Issues and Solutions," Feb 2018, Dallas, TX.
- Yale Winter Decision Making Symposium, "The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," Jan 2018, Miami, FL.
- University of Maryland Research Camp, "The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," Oct 2017, College Park, MD.
- Symposium on Alienation and Meaning in Production and Consumption, "Directions for (De)Alienation and Meaning," Jan 2017, Munich, Germany.
- The Ohio State University Fisher Behavioral Lab Brownbag, "Crowdsourcing Consumer Research: A Guide and Review of Mechanical Turk," Jan, 2017.
- Group for Attitudes and Persuasion (GAP), Psychology Department, The Ohio State University, "Giving happiness: Why we give material gifts when experiences make us happier," Sept, 2016.
- Duke University, Marketing Seminar Series, "Discounting a Lump-sum vs. Payment Stream: More Payments leads to More Patience," May, 2016.
- University of Illinois Chicago, Marketing Seminar Series, "Rethinking the Experiential Advantage," March, 2016.
- The Ohio State University, Marketing Seminar Series, "Rethinking the Experiential Advantage," Jan, 2016.
- Arizona State University, Marketing Seminar Series, "Celebrate or Commemorate? When Material Purchases Lead to Stronger Memories and More Happiness than Experiences," Tempe, AZ, Dec, 2015.

- ACR Workshop, "How and When to Ask the Turk: Tips for Using Amazon's Mechanical Turk to Conduct Consumer Research," workshop at the meetings of the Association for Consumer Research, New Orleans, LA, Oct 2015.
- INSEAD, Marketing Seminar Series, "Celebrate or Commemorate? When Material Purchases Lead to Stronger Memories and More Happiness than Experiences," Fontainebleau, France, June 19, 2015.
- ACR Workshop "Questioning the Turk: Conducting High Quality Research with Amazon Mechanical Turk," with Gabriele Paolacci, workshop at the meetings of the Association for Consumer Research, Baltimore, MD, Oct 2014.
- Olin Faculty Research Symposium, "In Defense of Materialism: Rethinking the Experiential Advantage on Consumer Happiness," May 2, 2014.
- Marketing in Israel 13 (Tel Aviv University, Hebrew University, and IDC), "Giving Happiness: Rethinking the Experiential Advantage on Consumption Happiness," Jan 1, 2014.
- Olin Praxis: Research that Impacts Business, Washington University in St. Louis, "When Consumers Don't Want Choices," Dec 2013. [Link](#).
- University of California, Irvine, "Rethinking the Experiential Advantage on Consumption Happiness," Irvine, CA, Nov 2013.
- HEC Paris, Marketing Seminar Series, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," Paris, France, Feb 2013.
- University of California, San Diego, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," San Diego, CA, Dec 2012.
- Yale Summer Decision Making Symposium, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," New York City, NY, May 2012.
- University of California, Riverside, Marketing Seminar Series, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," Riverside, CA, May 2012.
- Katholieke Universiteit Leuven, Marketing Seminar Series, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," Leuven, Belgium, Nov 2011.
- Özyegin University, Marketing Seminar Series, "Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences," Istanbul, Turkey, July 2011.
- University of Missouri, St. Louis, Spring Seminar Series, "Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences." St. Louis, MO, May 2011.
- Washington University in St. Louis, Marketing Seminar Series, "Consumer and Retailer Strategies when Choosing from Large Assortments," Olin Business School, St. Louis, MO, Nov 2007.
- INSEAD, Marketing Seminar Series, "Happiness for Sale: Do Experiential Purchases Make Consumers Happier than Material Purchases?" Fontainebleau, France, Sept 2007.
- University of Houston 13th Annual Doctoral Symposium, C.T. Bauer School of Business, Houston, TX.
- Indiana University, 34th Annual Haring Symposium, Kelley School of Business, Bloomington, IN.

SELECTED PRESENTATIONS (*denotes presenter)

- Workshop Moderator, "Meet-the-Editors," meetings of the Association for Consumer Research, Washington, DC, 2025.
- AMA-Sheth Foundation Doctoral Consortium, Moderator, "Changing Topics for Changing Times," "How to Write a Great Paper," & "Meet-the-Editors," Columbus, OH, 2025.
- Joowon Park, Kim, Junha*, and **Joseph K. Goodman**, "Better to Converge Low than Diverge High: When Higher Review Ratings Backfire," presented at Society for Consumer Psychology conference, Las Vegas, NV 2025.
- Lim, Sarah and **Joseph K. Goodman***, "Experiences for Me but Material for You: Consumers and Managers Underestimate the Experiential Advantage for Others," presented at the University of Colorado Winter Conference on Marketing and Cognition, Steamboat Springs, CO, Feb 2025.

- Kim, Junha* and **Joseph K. Goodman**, "Are Critics More Credible? When Positivity is the Norm, Negative Reviewers are Perceived to be Less Credible," presented at the Association for Consumer Research conference, Paris, France, Sept 2024.
- Kim, Junha and **Joseph K. Goodman***, "Are Critics More Credible? When Positivity is the Norm, Negative Reviewers are Perceived to be Less Credible," presented at the University of Utah Judgment and Decision Making Conference, Snowbird, UT, 2024.
- **Goodman, Joseph K.***, "Materialism, Experiential Consumption, & Consumer Well-being," presented at "Meaning and Morality in the Marketplace," 12th Triennial Choice Symposium, INSEAD, Fontainebleau, France, Aug 2023.
- Kim, Junha and **Joseph K. Goodman***, "Are Critics More Credible? When Positivity is the Norm, Negative Reviewers are Perceived to be Less Credible," presented in special session at the European Association for Consumer Research conference, Amsterdam, Netherlands, July 2023.
- Kim, Junha* and **Joseph K. Goodman**, "Are Critics Credible? Negative sources are perceived to be less credible," poster presented at Society for Judgment and Decision Making conference, La Jolla, CA, Nov 2022.
- Oh, Hyewon*, **Joseph K. Goodman**, Kathleen Vohs, and Incheol Choi, "The Bidirectionality of Experiences and Happiness: Happiness Leads to the Perception of More Experiential Consumption," presented at the Association for Consumer Research conference, Denver, CO, Oct 2022.
- Lim, Sarah* and **Joseph K. Goodman**, "Experience for Me, Material for You: Consumers Underestimate the Experiential Advantage for Others but not Themselves," presented at the Association for Consumer Research conference, Denver, CO, Oct 2022.
- Kim, Junha*, **Joseph K. Goodman**, and Selin A. Malkoc, "BOGO free frees you: Promotions and Adventurous Product Choices," presented at the Association for Consumer Research conference, Denver, CO, Oct 2022.
- Bunooso, Isabella, Jesse Walker, Selin A. Malkoc, and **Joseph K. Goodman***, "Experientialistic Consumption: Consuming Experiences in a Materialistic Way" presented at the Association for Consumer Research conference, Denver, CO, Oct 2022.
- **Joseph K. Goodman***, "MTurk and Online Panel Research: Contemporary Developments from Marketing Academia," Innovations in Online Research virtual conference, Sept 2022.
- Kim, Junha* and **Joseph K. Goodman**, "BOGO free frees you: Promotions and Adventurous Product Choices," poster presented at Society for Consumer Psychology virtual conference 2022.
- Lim, Sarah* and **Joseph K. Goodman**, "Experience for Me, Material for You: Asymmetric Perception of Happiness from Experiential and Material Purchases," paper presented at Society for Consumer Psychology virtual conference 2022.
- Kim, Junha* and **Joseph K. Goodman**, "Are Critics Credible? Negative sources are perceived to be less credible," poster presented at Society for Judgment and Decision Making virtual conference 2021.
- Kim, Junha*, Selin A. Malkoc, and **Joseph K. Goodman**, "The upgrade pricing effect: Just-below pricing discourages consumers to upgrade," poster presented at SCP Boutique Conference Numerical Markers in Judgments, Choices, & Consumption Experiences, Tucson, Arizona, Sept 2021.
*Selected for the AMA-CBSIG Award and selected for the Best Poster Award
- Kim, Junha* and **Joseph K. Goodman**, "Are critics credible? Negative sources are perceived to be less credible," paper presented at Association for Consumer Research virtual conference, Oct 2021.
- Kim, Junha* and **Joseph K. Goodman**, "Are critics credible? Negative sources are perceived to be less credible," paper presented at Society for Consumer Psychology virtual conference, Feb 2021.
- Oh, Hyewon*, **Joseph K. Goodman**, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented virtually (in special session) at the Association for Consumer Research conference, Oct 2020.

- Kim, Junha*, Selin A. Malkoc, and **Joseph K. Goodman**, "The Left-digit Effect Discourages Consumers to Upgrade," presented (in special session) at the Society for Consumer Psychology conference, Huntington Beach, CA, March 2020.
- Malkoc, Selin A., **Joseph K. Goodman***, and Mosi Rosenboim, "Discounting a Lump-sum vs. a Payment Stream: More Payments leads to More Patience," presented (in special session) at the Association for Consumer Research conference, Atlanta, GA, Oct2019.
- Kim, Junha*, Selin A. Malkoc, and **Joseph K. Goodman**, "The Left-digit Effect Discourages Consumers to Upgrade," presented (in special session) at the Association for Consumer Research conference, Atlanta, GA, Oct 2019.
- **Goodman, Joseph K.*** and Kathleen D. Vohs, "The Psychological Value of Material Goods," presented at the 11th Triennial Invitational Choice Symposium, May, 2019.
- **Goodman, Joseph K.*** and Kathleen D. Vohs, "The Psychological Value of Material Goods," presented (in special session) at the Society for Consumer Psychology conference, Savannah, GA, March 2019.
- Oh, Hyewon*, **Joseph K. Goodman**, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented (in special session) at the meetings of the Society for Consumer Psychology, Savannah, GA, February 2018.
- Weingarten*, Evan and **Joseph K. Goodman**, "The Experiential Advantage: A Meta-Analysis," presented (in special session) at the Association for Consumer Research conference, Dallas, TX, October, 2018.
- Oh, Hyewon*, **Joseph K. Goodman**, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented (in special session) at the Association for Consumer Research conference, Dallas, TX, October 2018.
- Oh, Hyewon, **Joseph K. Goodman***, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented (in special session) at the European Association for Consumer Research conference, Ghent, Belgium, June 2018.
- Oh, Hyewon,* **Joseph K. Goodman**, and Incheol Choi, "Reversing the Experiential Advantage: Happiness Leads People to Perceive Purchases as More Experiential than Material," presented at the AMA Marketing and Public Policy Conference, Columbus, OH, June 2018.
- **Goodman, Joseph K.***, Selin A. Malkoc, and Mosi Rosenboim, "Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," presented (in special session) at the meetings of the Society for Consumer Psychology, Dallas, TX, February 2018.
- **Goodman, Joseph K.***, Selin A. Malkoc, and Mosi Rosenboim, "The Material-Experiential Asymmetry in Discounting: When Experiential Purchases Lead to More Impatience," presented (in special session) at the Association for Consumer Research annual conference, San Diego, CA, October 2017.
- **Goodman, Joseph K.**, and Sarah Lim*, "When Consumers Prefer to Give Material Gifts instead of Experiences: The Role of Social Distance," presented (in special session) at the Association for Consumer Research annual conference, San Diego, CA, October 2017.
- **Goodman, Joseph K.** and Sarah Lim*, "Giving Happiness: Why We Give Material Gifts when Experiences Make Us Happier," presented (in special session) at the meetings of the Society for Consumer Psychology, San Francisco, CA, February 2017.
- **Goodman, Joseph K.***, Selin A. Malkoc, and Brittney L. Stephenson, "Celebrate or Commemorate? A Material Purchase Advantage when Honoring Special Life Events," presented (in special session) at the Association for Consumer Research annual conference, Berlin, Germany, October 2016.

- **Goodman, Joseph K.***, Selin A. Malkoc, and Mosi Rosenboim, "The Material-Experiential Asymmetry in Present Bias: Why Material Items Lead to Less Present Biased Preferences," presented (in special session) at the meetings of the Society for Consumer Psychology, St. Pete Beach, FL, February 2016.
- **Goodman, Joseph K.***, and Rebecca Walker Reczek, "When Consumers Prefer to Include: Consideration Set Construction Strategies from Large Product Assortments," presented (in special session) at the meetings of the Society for Consumer Psychology, Phoenix, AZ, March 2015.
- **Goodman, Joseph K.***, and Rebecca Walker Reczek, "When Consumers Prefer to Include: Consideration Set Construction Strategies from Large Product Assortments," presented (in special session) at the Association for Consumer Research annual conference, Baltimore, MD, October 2014.
- **Goodman, Joseph K.***, and Sarah Lim, "Giving Happiness: Do Experiential Gifts Leads to More Happiness?" presented (in special session) at the Association for Consumer Research annual conference, Baltimore, MD, October 2014.
- Dalton*, Brittney L., **Joseph K. Goodman**, and Selin A. Malkoc, "Celebrate or Commemorate? When Material Items Lead to Stronger Memories and Greater Positive Affect," presented (in special session) at the Association for Consumer Research annual conference, Baltimore, MD, October 2014.
- **Goodman, Joseph K.*** "Giving and Receiving Happiness," presented (in special session) at the meetings of the Society for Consumer Psychology, Miami Fl, March 2014.
- **Goodman, Joseph K.*** "Mechanical Turk 2.0: Issues, Limitations, and Solutions for Collecting Data in a Mechanical World," at the Association for Consumer Research annual conference, Chicago, IL, October 2013.
- **Goodman, Joseph K.*** and Kathleen D. Vohs, "One of Each: Variety Seeking to Avoid Choice Difficulty," presented (in special session at the Association for Consumer Research annual conference, Chicago, IL, October 2013.
- **Goodman, Joseph K.*** and Kathleen D. Vohs, "One of Each: Variety Seeking to Avoid Choice Difficulty," ISMS Marketing Science Conference, Istanbul, Turkey, July 2013.
- **Goodman, Joseph K.***, Cynthia E. Cryder, and Amar A. Cheema, "Data Collection in a Flat World: Strengths and Weaknesses of Mechanical Turk Samples," presented (in special session) at the Association for Consumer Research annual conference, Vancouver, BC, October 2012.
- **Goodman, Joseph K.*** and Selin A. Malkoc, "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," presented at the International conference of the Society for Consumer Psychology, Florence, Italy, June, 2012.
- **Goodman, Joseph K.*** and Selin A. Malkoc, "Choosing for Here and Now vs. There and Later: The Moderating Role of Construal on Assortment Size Preferences," presented at the meetings of the Society for Consumer Psychology, Las Vegas, NV, February, 2012.
- **Goodman, Joseph K.*** and Caglar Irmak, "Having versus Using: When a Failure to Estimate Usage Makes Consumers Prefer Multi-Feature Products," presented at the Association for Consumer Research annual conference, St. Louis, MO, October 2011.
- **Goodman, Joseph K.***, Cynthia E. Cryder, and Amar A. Cheema, "Data Collection in a Flat World: Strengths and Weaknesses of Mechanical Turk Samples," presented at the meetings of the Society for Judgment and Decision Making, St. Louis, MO, November, 2010.
- **Goodman, Joseph K.***, Rajagopal Raghunathan, and Susan Broniarczyk, "A Single Global Brand or Branded Variants? The Role of Differentiation on Brand Portfolio Strategy," presented at the Global Brand Management Conference, Koc University, Istanbul, Turkey, June, 2010.

- Malkoc*, Selin A. and **Joseph K. Goodman**, "Is More Always Better? The Role of Construal on Assortment Size Preference," presented (in special session) at the meetings of the Society for Consumer Psychology, St. Pete Beach, FL, February, 2010.
- **Goodman***, Joseph K., Susan Broniarczyk, Jill Griffin, and Leigh McAlister, "Simplify or Intensify? Best Seller Signage on Consumer Decision Making from Large Product Assortments" presented (in special session) at the Association for Consumer Research annual conference, San Francisco, CA, October, 2008.
- **Goodman, Joseph K.*** and Susan Broniarczyk, "Screening from Large Assortments: The Use of Include and Exclude Strategies in Consideration Set Construction" presented (in special session) at the Association for Consumer Research annual conference, San Francisco, CA, October. 2008.
- Nicolao*, Leonardo, Julie R. Irwin, and **Joseph K. Goodman**, "Happiness for Sale: Do Experiential or Material Purchases Lead to Greater Consumer Happiness?" presented at the meetings of the Society for Judgment and Decision Making, Long Beach, CA, November, 2007.
- Irwin, Julie R., **Joseph K. Goodman**, and Leonardo Nicolao*, "Happiness for Sale: Do Experiential or Material Purchases Lead to Greater Consumer Happiness?" presented (in special session) at the Association for Consumer Research annual conference, Memphis, TN, October, 2007.
- **Goodman, Joseph K.*** and Cait Poynor, "From Small Slice to Big Picture: The Relationship Between Local Display Breadth, Assortment, and Variety," presented at the meetings of the Society for Consumer Psychology, Las Vegas, NV, February, 2007.
- Ward*, Morgan K., **Joseph K. Goodman**, and Julie R. Irwin, "I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music" presented (in special session) at the meetings of the Society for Consumer Psychology, Miami, FL, February, 2006.
- Ward*, Morgan K., **Joseph K. Goodman**, and Julie R. Irwin, "I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music" presented at the meetings of the Society for Judgment and Decision Making, Toronto, ON, Canada, November 2005
- **Goodman, Joseph K.*** and Susan Broniarczyk, "Clash of Personalities: The Role of the Corporate Brand in Product Brand Portfolios" competitive paper presented at the Association for Consumer Research annual conference, San Antonio, TX, October, 2005.
- **Goodman, Joseph K.*** and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," (in special session) presented at the Association for Consumer Research annual conference, Portland, OR, October 2004.
- **Goodman, Joseph K.*** and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," presented at Behavioral Decision Research in Management Conference, Duke University, April, 2004.
- **Goodman, Joseph K.*** and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," presented at the meetings of the Society for Judgment and Decision Making, Vancouver, Canada, November 2003.
- Broniarczyk*, Susan, **Joseph K. Goodman**, Jill Griffin, and Leigh McAlister, "Too Many Choices: The Effect of Assortment on Anticipated and Post-Consumption Regret," presented (in special session) at the Association for Consumer Research annual conference, Toronto, Canada, October, 2003.
- **Goodman, Joseph K.*** and Julie R. Irwin, "Reluctance to Concede Randomness: Specialized Random Numbers," presented at the Association for Consumer Research annual conference, Toronto, Canada, October, 2003.

SELECTED REFEREED CONFERENCE PROCEEDINGS

- Kim, Junha, Selin A. Malkoc, **Joseph K. Goodman** (2019), "The Left Digit Effect Discourages Consumers to Upgrade," *Advances in Consumer Research Volume 47*, Rajesh Bagchi, Lauren Block, and Leonard Lee (Eds.), 693-694,

- **Goodman, Joseph K.** and Caglar Irmak (2012), "Having versus Consuming: How Failing to Estimate Usage Frequency Affects Consumer Preferences for Multi-Feature Products," in *Advances in Consumer Research Volume 39*, R. Ahluwalia, T. L. Chartrand, and R. K. Ratner (Eds.), 628-629.
- **Goodman, Joseph K.** and Susan Broniarczyk (2009), "Screening From Large Assortments: the Use of Include and Exclude Strategies in Consideration Set Construction," in *Advances in Consumer Research Volume 36*, A. L. McGill and S. Shavitt (Eds.), 215-216.
- **Goodman, Joseph K.** (2009), "Exclude or Include? Consideration Set Strategies and the Choice Process," in *Advances in Consumer Research Volume 36*, A. L. McGill and S. Shavitt (Eds.), 214-217.
- **Goodman, Joseph K.**, Susan Broniarczyk, Leigh McAlister, and Jill Griffin (2009), "Simplify Or Intensify? Best Seller Signage on Consumer Decision-Making From Large Assortments," in *Advances in Consumer Research Volume 36*, A. L. McGill and S. Shavitt (Eds.), 157-160.
- Irwin, Julie, **Joseph Goodman**, and Leonardo Nicolao (2008), "Happiness For Sale: Do Experiential Or Material Purchases Lead to More Consumer Happiness?" in *Advances in Consumer Research Volume 35*, A. Y. Lee and D. Soman (Eds.), 72-75.
- Ward, Morgan, **Joseph Goodman**, and Julie Irwin (2006), "I Want It Even Though I Do Not Like It: Preference For Familiar But Less Liked Music," in *Advances in Consumer Research Volume 33*, C. Pechmann and L. Price (Eds.), 266-266.
- **Goodman, Joseph K.** and Susan Broniarczyk (2006), "The Clash of Personalities: the Role of the Corporate Brand in Product Brand Portfolios," in *Advances in Consumer Research Volume 33*, C. Pechmann and L. Price (Eds.), 63-67.
- **Goodman, Joseph K.** (2005), "Faulty Reasoning and Gambling Behavior," Special Session Summary, in *Advances in Consumer Research Volume 32*, G. Menon and A. R. Rao, (Eds.), 131-133.
- **Goodman, Joseph K.** and Julie R. Irwin (2004), "Special Random Numbers: Beyond the Illusion of Control", in *Advances in Consumer Research Volume 31*, B. E. Kahn and M. F. Luce (Eds.), 20-21.
- DeFanti, Mark P. and **Joseph K. Goodman** (2005), "Brand Architecture and Corporate Reputation," *Marketing Science Institute Conference Summary*, Report No. 05-303, 20p, Charleston, SC, March 17-18.

HONORS AND AWARDS

- Executive MBA Program Excellence in Teaching Award, 2025.
- Best Article Award, *Journal of Consumer Research*, for article published in 2021 (Weingarten and Goodman 2021), awarded in 2024.
- AMA-Sheth Foundation Doctoral Consortium Faculty, July 2022, The University of Texas at Austin.
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2015, 2021.
- Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2016.
- Invited Faculty Fellow, Society for Consumer Psychology Doctoral Symposium, 2013, 2014, 2015, 2016, 2017, 2018.
- Invited Faculty Fellow, Association for Consumer Research Doctoral Symposium, 2011, 2015, 2016, 2018, 2022, 2023.
- Fred Moore Assistant Instructor Award for Teaching Excellence, McCombs School of Business, The University of Texas at Austin, May 2007.
- AMA-Sheth Foundation Doctoral Fellow, University of Connecticut, July 6-10, 2005.
- The University of Texas at Austin Continuing Fellowship, Office of Graduate Studies 2005.
- 13th Annual University of Houston Doctoral Symposium Fellow, Houston, TX, 2004.
- The University of Texas at Austin Bruton Fellowship, 2003, 2004.
- 34th Annual Haring Symposium Fellow, Indiana University, Bloomington, IN, 2003.
- Dean's Fellowship, McCombs School of Business, The University of Texas at Austin, 2003, 2004.
- The University of Texas at Austin Pre-Emptive Fellowship, Office of Graduate Studies, 2003.

- The University of Texas at Austin Dean's List, 1997-2001.

PROFESSIONAL SERVICE

Service to the Academic Field

- Co-Editor, *Journal of the Association for Consumer Research*, special issue on Experiential Consumption (with Kristin Diehl and Jeff Galak), 10 (4), October, 2025.
- ACR Conference Co-Chair (with Hilke Plassmann and Cristel Russell), Association for Consumer Research, Paris, France, September 2024.
- Associate Editor, *International Journal of Research in Marketing*, 2021-present.
- Associate Editor, *Journal of Consumer Psychology*, 2018-2021, 2024-present.
- Editorial Review Board, *Journal of Marketing*, 2017-present.
- Editorial Review Board, *Journal of Consumer Research*, 2014-present.
- Editorial Review Board, *Journal of Consumer Psychology*, 2014-present.
- *Journal of Consumer Psychology* Best Paper Awards Committee, 2022.
- Conference Social Co-Chair (with Franklin Shaddy), Society for Consumer Psychology, Huntington Beach, CA, March 2020.
- Conference Track Chair (with Rosellina Ferraro), Society for Consumer Psychology Annual Conference, Dallas, TX, February 2018.
- Conference Co-Chair (with Kristin Diehl), Society for Consumer Psychology Doctoral Consortium, Phoenix, AZ, February 2015.
- Associate Editor, Association for Consumer Research (ACR) Annual Conference, 2016.
- Advisory Panel, Society for Consumer Psychology (SCP), 2012-2015.
- *Sage Open*, guest editor and Ad Hoc Reviewer.
- Ad-Hoc Reviewer:
Journal of Marketing Research
Journal of the Association for Consumer Research
Psychological Science
Perspectives on Psychological Science
Organizational Behavior and Human Decision Processes
Journal of Behavioral Decision Making
Public Opinion Quarterly
Journal of Consulting and Clinical Psychology
Journal of Economic Behavior & Organization
International Journal of Research in Marketing
Journal of Marketing Behavior
Journal of Consumer Affairs
Journal of Retailing
Behavioral Research Methods
Management Science
PLOS ONE
Social Psychological and Personality Science
Personality and Social Psychology Bulletin
Journal of Experimental Social Psychology
Review of General Psychology
Acta Psychologica
Journal of Advertising
Marketing Letters
Journal of Public Policy in Marketing

Journal of the Academy of Marketing Science

Journal of Business Logistics

Sustainability

International Journal of Hospitality Management

Journal of Consumer Affairs

Journal of Business Research

Information Systems Research

Association for Consumer Research (ACR) Conference

Society for Consumer Psychology (SCP) Conference

Society for Consumer Psychology (SCP) Dissertation Competition

European Marketing Academy (EMAC) Conference

Social Sciences and Humanities Research Council of Canada

Academy of Marketing Science World Marketing Congress

- Program Committee, Association for Consumer Research (ACR) Annual Conference, 2013, 2016, 2017, 2018, 2019, 2020.

- Program Committee, CBSIG Conference, Managerially Relevant Consumer Insights: Crossing Boundaries, 2019.

- Symposium Reviewer, Society for Consumer Psychology (SCP) Annual Conference 2009, 2010, 2012, 2013, 2014, 2016, 2019, 2020.

- Publicity Committee, Society for Consumer Psychology, 2013.

Service to the University, College, and Department

- Executive MBA Program Committee, Fisher College of Business, The Ohio State University, 2018-2019, 2024-2026.
- Executive MBA Redesign Committee, The Ohio State University, 2022-2024.
- Department Chair, Department of Marketing & Logistics, Fisher College of Business, The Ohio State University, 2019-2024.
- University Faculty Benefits and Compensation Committee, The Ohio State University, 2020-2023.
- Mittelstaedt & Gentry Doctoral Symposium Faculty Representative, University of Nebraska, April 2022.
- Marketing Faculty Search Committee Chair, Department of Marketing & Logistics, The Ohio State University, 2018-2019.
- Diversity and Inclusion Committee, Fisher College of Business, The Ohio State University, 2018-2019.
- Core Academy Committee, Fisher College of Business, The Ohio State University, 2017-2019.
- Marketing Undergraduate Committee, Department of Marketing & Logistics, The Ohio State University, 2017-2018.
- Marketing Research Brownbag Series, The Ohio State University, 2017-2018.
- Outreach and Engagement Committee, Department of Marketing & Logistics, The Ohio State University, 2018.
- Marketing & Logistics Integration Committee, Department of Marketing & Logistics, The Ohio State University, 2018.
- Haring Symposium Faculty Representative, Indiana University, April 2017.
- Course Evaluation Committee Member, Washington University in St. Louis, 2011-2012.
- Disciplinary Committee, Washington University in St. Louis, 2013-2014.
- Marketing Seminar Series Coordinator, Washington University in St. Louis, 2012.
- Research Pool Coordinator, Olin Business School, Washington University in St. Louis, 2008-2016.
- Faculty Co-Director, Olin Behavioral Lab, Washington University in St. Louis, 2014-2016.

- Co-Director of CB Research Lab, Washington University in St. Louis, 2008-2016, Fisher College of Business, The Ohio State University, 2016-present.

Dissertation Committee Member and Chair

- Junha Kim, Marketing, The Ohio State University (co-chair with Selin Malkoc), Placement: Rutgers University
- John Costello, Marketing, The Ohio State University
- Hyewon Oh, Marketing, The University of Illinois
- Eda Anlamlier, Marketing, The University of Illinois at Chicago
- Daniel Zane, Marketing, The Ohio State University
- Gabriela Tonietto, Marketing, Washington University in St. Louis
- Brittany Solomon, Psychology, Washington University in St. Louis
- Dejun (Tony) Kong, Organizational Behavior, Washington University in St. Louis

TEACHING EXPERIENCE

Marketing Management (MBA 6250), The Ohio State University, Fall 2019, Spring 2020-2025. Executive MBA core class. Evaluations: 4.52-4.86/5

Principles of Marketing (BUSML 3250), The Ohio State University, Spring 2017, Spring 2018. Core class, 250+ students per section, multiple campuses. Evaluations: 4.0-4.4/5

Flexibility and Decisiveness, Brookings Executive Education (Brookings Institution), NASA Marshall Space Flight Center, July 2015, June 2018; Washington, D.C., September 2015-2022.

Brand Management MKT (MKT 400F), Washington University in St. Louis, Spring 2014-2016.

Creating and Building Brand Equity (MKT 500H, MBA and PMBA), Washington Univ in St. Louis, Spring 2014-2015

Understanding and Influencing Consumer Behavior (MKT 576A, MBA and PMBA), Washington Univ in St. Louis, Fall 2009-2013. Evaluations: 8.6-9.4/10, Medians 9-10/10

Consumer Behavior (MKT 377, BSBA), Washington Univ in St. Louis, Fall 2009-2013. Evaluations: 8.1-9.2/10, Medians 8-10/10

Judgment and Decision Making Seminar (MKT 674, PhD), Washington Univ in St. Louis, Spring 2010. Evaluations: Median 10.

Principles of Marketing (MKT 370, BSBA), Washington Univ in St. Louis, Fall 2008. Evaluations: Medians 9/10.

Consumer Behavior (MKTG 351), University of South Carolina, Fall 2007.

Principles of Marketing* (MKT 337), The University of Texas at Austin, Spring 2006. Evaluations: 4.92/5.0. Awarded Fred Moore Assistant Instructor Award for Teaching Excellence.

Independent Study Supervisor, Olin Business School – (partial list) Jessica Liang, Andong Cheng, Jannina Phi, Justin Samakow, Neha Agarwal, Bari Weiss.

Internship Supervisor, Olin Business School – (partial list) Stephen Hayes, Amanda Baranick, Colin Ardern, Ashley Blumberg.

PROFESSIONAL MEMBERSHIPS (PAST AND PRESENT)

CB Research Lab, Co-Founder, Fisher College of Business, The Ohio State University,

www.cbresearchlab.com

CB Research Lab, Olin Business School, Washington University in St. Louis

Good NaylorMan Lab, Moore School of Business, University of South Carolina

Irwin Lab, McCombs School of Business, The University of Texas at Austin

American Marketing Association

American Psychological Association

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making