

MATHEW S. ISAAC

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ACADEMIC POSITIONS

Genevieve Albers Professor 2018-2021
Associate Professor (with tenure) 2016 - present
Assistant Professor 2011 - 2016
Department of Marketing – Albers School of Business and Economics, Seattle University

Visiting Research Scholar 2017-2018, 2014-2015
Department of Marketing – Foster School of Business, University of Washington

Post-Doctoral Research Fellow 2010 - 2011
Department of Marketing – Kellogg School of Management, Northwestern University

EDUCATION

Ph.D., Marketing 2006 - 2010
Kellogg School of Management, Northwestern University

MBA, Finance & Strategic Management 1998 - 2000
Booth School of Business, University of Chicago

BA, Biological Sciences 1992 - 1996
University of Chicago

ACADEMIC PUBLICATIONS

*refereed

*Sevilla, Julio, Mathew S. Isaac, and Rajesh Bagchi (2018), “Format Neglect: How the Use of Numerical Versus Percent Rank Claims Influences Consumer Judgments,” *Journal of Marketing*, forthcoming.

- Featured in *Financial Times*.

*Isaac, Mathew S. and Kent Grayson (2017), “Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility?,” *Journal of Consumer Research*, 43 (6), 895-912.

- Featured in *Forbes*, *New York Times*, *Kellogg Insight*, *Kellogg Magazine*, *The Findings Report*

*Brough, Aaron R., James E. B. Wilkie, Jingjing Ma, Mathew S. Isaac, and David Gal (2016), "Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption," *Journal of Consumer Research*, 43 (4), 567-82.

- Named to the Marketing Science Institute's "must-read" list of 2016 journal articles
- Featured in *Scientific American*, *Washington Post*, *New York Magazine*, *The Atlantic*, *Slate*, *Yahoo! News*, *Pacific Standard*, *Psychology Today*

*Isaac, Mathew S., Aaron R. Brough, and Kent Grayson (2016), "Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims," *Journal of Marketing Research*, 53 (3), 338-353.

- Featured in *Kellogg Insight*, *SmartCompany*, *Neurosciencemarketing.com*

*Isaac, Mathew S. and Morgan Poor (2016), "The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Experiential Judgments," *Journal of Consumer Psychology*, 26 (1), 53-65.

- Featured in *Harvard Business Review*

*Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2016), "How to Capture Consumer Experiences: A Context-Specific Approach to Measuring Engagement," *Journal of Advertising Research*, 56 (1), 39-52.

- Selected as the Best Paper to appear in the *Journal of Advertising Research* in 2016 by the journal's Senior Advisory Board and the Editorial Review Board
- Featured in *Kellogg Insight*

*Isaac, Mathew S. and Aaron R. Brough (2014), "Judging a Part by the Size of Its Whole: The Category Size Bias in Probability Judgments," *Journal of Consumer Research*, 41 (2), 310-325.

- Named to the Marketing Science Institute's "must-read" list of 2014 journal articles
- Featured in *Forbes*, *BizEd*, *Utah Business*, *Montreal Gazette*, *Ottawa Citizen*, *Yahoo! India*

*Isaac, Mathew S. and Robert M. Schindler (2014), "The Top-Ten Effect: Consumers' Subjective Categorization of Ranked Lists," *Journal of Consumer Research*, 40 (6), 1181-1202.

- Featured in *Financial Times*, *Harvard Business Review*, *Forbes*, *Fast Company*, *The Atlantic*, *Men's Health*, *Vancouver Sun*, *Calgary Herald*, *Science Daily*

*Brough, Aaron R. and Mathew S. Isaac (2012), "Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods," *Journal of Marketing*, 76 (4), 78-91.

- Featured in *Harvard Business Review*, *Time*, *Women's Health*, *Stats and Curiosities* (HBR Press, 2013)

MANAGERIAL PUBLICATIONS

*refereed

*Isaac, Mathew S., Ajay T. Abraham, and Elaine Richards (2018), "Implementing the Challenger Sales Model at Cars.com: A Case Study," *Journal of Business and Industrial Marketing*, forthcoming.

*Obermiller, Carl and Mathew S. Isaac (2018), “Are Green Men from Venus?,” *Journal of Management for Global Sustainability*, 6 (1), 45-66.

*Isaac, Mathew S. and Morgan Poor (2016), “When (Firsthand) Experience Matters Less Than You Expect: The Influence of Advertising on Repurchase Decisions,” *Rutgers Business Review*, 1 (1), 2-6.

Isaac, Mathew S. (2016), “The Drawbacks of Rate-Your-Doctor Medical Transparency,” *Missouri Medicine*, 113 (3), 90-91.

- Guest editorial, reprinted with permission from the *Wall Street Journal* (April 13, 2016 op-ed)

Brough, Aaron R. and Mathew S. Isaac (2015), “Why Real Estate Agents Should Care about Buyer Usage Intent,” *Keller Center Research Report*, 8 (3), 12-16.

Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2013), “Taking the Customer’s Point of View: Satisfaction or Engagement?,” *Marketing Science Institute Working Paper Series [13-102]*.

- Received Marketing Science Institute’s Top Download Award for 2014, an annual award given to the authors of the working paper that was most downloaded in its first year of publication

*Isaac, Mathew S. and Aaron R. Brough (2012), “For Sale by Owner’ for Less than it’s Worth,” *Graziadio Business Review*, 15 (2).

SELECTED RESEARCH IN PROGRESS

Koschmann, Anthony and Mathew S. Isaac, “Retailer Categorization: How Store-Format Price Image Influences Expected Prices and Consumer Choices” (under 2nd round review in the *Journal of Retailing*)

Pena-Marin, Jorge and Mathew S. Isaac, “Starting from Zeroes: Round Numbers Signal Inflections of Temporal Sequences” (revising for 3rd round review in the *Journal of Marketing Research*)

Jain, Shailendra Pratap, Pragya Mathur, Huifang Mao, Durairaj Maheswaran, and Mathew S. Isaac, “Brand Dilution?: Consumers’ Implicit Theories Influence the Extent that Parent Brands are Penalized for Extension Failure” (revising for 2nd round review in the *Journal of Consumer Psychology*)

Isaac, Mathew S., Yantao Wang, and Robert M. Schindler, “The Round-Number Advantage in Consumer Debt Repayment” (under review)

Grayson, Kent and Mathew S. Isaac, “Priming Skepticism: Unintended Consequences of Narrow Persuasion Knowledge Access” (under review)

Humphreys, Ashlee and Mathew S. Isaac, “Digital Satisfaction” (manuscript in preparation)

Pena-Marin, Jorge and Mathew S. Isaac, “Numerical Precision Influences the Weighting of Descending versus Ascending Attributes” (manuscript in preparation)

Brough, Aaron R., Antje Graul, and Mathew S. Isaac, “When Cherished Possessions are Offered for Rent: The Role of Emotional Attachment in Consumer-to-Consumer Rentals” (manuscript in preparation)

Cohen, Marc A. and Mathew S. Isaac, “Rewarding Trust and Penalizing Distrust: Evidence from the Investment Game” (manuscript in preparation)

Isaac, Mathew S. and Shailendra Pratap Jain, “Assuming Ordinality: Best-to-Worst Inferences in Vertical Lists” (manuscript in preparation)

Isaac, Mathew S. and Carl Obermiller, “Does God Raise your Academic Profile? Branding Strategies of Non-Secular Universities” (manuscript in preparation)

Poor, Morgan and Mathew S. Isaac, “Affective Debiasing: The Role of Emotion versus Cognition in Attribute Framing Effects” (data collection in progress)

Brough, Aaron R., Mathew S. Isaac, and Kent Grayson, “P-Hiding: What the Use of Imprecise versus Exact *p*-values in Psychology Research Reveals” (data collection in progress)

Isaac, Mathew S., Alexander Fedorikhin, and David Gal, “But How Did You Expect To Feel?: The Motivated Misremembering of Affective Forecasts” (data collection in progress)

Isaac, Mathew S. and Bobby J. Calder, “Linguistic Framing Effects in Consumer Behavior: How “Happiness” versus “Satisfaction” Frames Influence Judgments” (data collection in progress)

ACADEMIC HONORS AND AWARDS

Summer Faculty Fellowship, Seattle University, 2018

Summer Faculty Research Grant, Albers School of Business and Economics, Seattle University, 2017

The Case Centre Scholarship Recipient, 2016

Marketing Science Institute Research Grant (#4-2025) Recipient, 2016

Summer Faculty Research Grant, Albers School of Business and Economics, Seattle University, 2016

Summer Faculty Fellowship, Seattle University, 2015

Invited Faculty, Marketing Edge Professor’s Institute, University of Cincinnati, 2014

Transformative Consumer Research Grant Recipient from the Association of Consumer Research, 2013

Winner, State Farm Companies Foundation Doctoral Dissertation Award in Business (\$10,000), 2010

Fellow, Whitebox Advisors Graduate Student Conference (presenter), Yale University, 2010

Haring Symposium Fellow (presenter), Indiana University, 2009

First Place – Student Poster Award at the Society for Personality and Social Psychology (SPSP) Conference, 1 winner selected at each SPSP poster session, 2009

Graduate Management Admissions Council (GMAC) Doctoral Fellowship Award (\$13,000), 2 grants were awarded out of 24 applications, 2009

Winner, Student Travel Grant funded by the Stern School of Business, New York University for the 4th Annual Judgment and Decision Making Pre-conference at the Society of Personality and Social Psychology Conference, 10 of 38 poster presenters received this award, 2009

Winner, Best Paper – Marketing Track, Doctoral Colloquium at the Indian Institute of Management, Ahmedabad, India (20,000 Rs), 2009

Graduate Fellowship, Northwestern University, 2006 – 2010

Peter W. May Merit Scholarship, University of Chicago Graduate School of Business (\$10,000), 1998

Howell Murray Alumni Association Award, University of Chicago, 1996

INDUSTRY EXPERIENCE

Bain & Company, Inc. (Management Strategy Consulting) <i>Case Team Leader</i>	San Francisco, CA <i>January 2005 – August 2006</i>
ZS Associates (Sales & Marketing Consulting) <i>Manager</i> <i>Senior Consultant</i>	San Mateo, CA; Chicago/Evanston, IL <i>June 2004 – January 2005</i> <i>February 2001 – June 2004</i>
Intel Corporation (Technology) <i>Finance Intern, Systems Manufacturing Group</i>	Hillsboro, OR <i>June 1999 - September 1999</i>

CONSULTING EXPERIENCE

<u>Industry</u>	<u>Representative Clients</u>
Media	National Public Radio, Lexis Nexis, Cars.com
Healthcare	The Doctors Company, Abbott Laboratories, Allergan
Retail	Macy's

Manufacturing
Technology
Private Equity

Therma-Tru Doors, Masterbrand Cabinets, Atrium Windows
Microsoft, Google, Seagate, VeriSign, Varolii, Tableau Software
Kellwood Company, Bain Capital

INVITED PRESENTATIONS

*refereed

“Starting from Zeroes: Round Numbers Signal Inflections of Temporal Sequences,” with Jorge Pena Marin

- *Society for Consumer Psychology Conference, Dallas, TX (February 2018)
- University of British Columbia Sauder School of Business Marketing Research Seminar Series (February 2018)
- Society for Judgment and Decision Making Winter Symposium, Snowbird, UT (January 2018)

“Format Neglect: How the Use of Numerical Versus Percent Rank Claims Influences Consumer Judgments,” with Julio Sevilla and Rajesh Bagchi

- *Association of Consumer Research Conference, Dallas, TX (October 2018)
- *Society for Consumer Psychology Conference, Dallas, TX (February 2018)
- *Society for Judgment and Decision Making Conference, Vancouver, BC (November 2017)
- Seattle University Albers School of Business & Economics Seminar Series, Seattle, WA (May 2017)
- *Conference on the Effect of Numerical Markers of Consumer Judgment and Decision-Making, Columbia, SC (April 2017)
- Society for Judgment and Decision Making Winter Symposium, Snowbird, UT (January 2017)

“Assuming Ordinality: Best-to-Worst Inferences in Vertical Lists,” with Shailendra Pratap Jain

- *Association of Consumer Research Conference, Dallas, TX (October 2018)
- *Society for Judgment and Decision Making Conference, Vancouver, BC (November 2017)

“Affective Debiasing: The Role of Emotion versus Cognition in Attribute Framing Effects,” with Morgan Poor

- *Society for Consumer Psychology Conference, San Francisco, CA (February 2017)

“Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption,” with Aaron R. Brough, James E. B. Wilkie, Jingjing Ma, and David Gal

- University of Washington, Personality and Social Psychology Seminar Series, Seattle, WA (October 2017)
- *Society for Consumer Psychology Boutique Conference: Identity and Consumption, Chicago, IL (July 2016)
- *Society for Consumer Psychology Conference, St. Petersburg, FL (February 2016)

“Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility?,” with Kent Grayson

- *Association of Consumer Research Conference, New Orleans, LA (October 2015)

“Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims,” with Aaron R. Brough and Kent Grayson

- *Society for Judgment and Decision Making Conference, Chicago, IL (November 2015)
- University of Washington Foster School of Business, Department of Marketing and International Business Seminar Series, Seattle, WA (March 2015)

- *Annual Meeting of the National Business and Economics Society, Playa Bonita, Panama (March 2015)
- Seattle University Albers School of Business & Economics Seminar Series, Seattle, WA (February 2015)
- *Society for Judgment and Decision Making Conference, Long Beach, CA (November 2014)
- *Association of Consumer Research Conference, Jacksonville, FL (October 2010)
- Haring Symposium for Doctoral Research at Indiana University, Bloomington, IN (March 2009)
- *Society for Consumer Psychology Conference, San Diego, CA (February 2009)
- *4th Annual Judgment and Decision Making Pre-conference at the Society for Personality and Social Psychology Conference, Tampa, FL (February 2009)
- *Society for Judgment and Decision Making Conference, Chicago, IL (November 2008)
- Kellogg on Attitudes, Motivation, and Processing Seminar Series, Evanston, IL (October 2008)

“The Round-Number Advantage in Consumer Debt Repayment,” with Yantao Wang and Robert M. Schindler

- Utah State University Huntsman School of Business Seminar Series, Logan, UT (January 2018)
- University of Alberta School of Business, Marketing Seminar Series, Edmonton, Alberta (October 2017)
- *Conference on New Directions in Pricing Management Research and Practice, Chicago, IL (May 2017)
- *Conference on the Effect of Numerical Markers of Consumer Judgment and Decision-Making, Columbia, SC (April 2017)
- *Theory + Practice in Marketing Conference, Atlanta, GA (June 2015)
- Rutgers University-Camden School of Business Colloquium, Camden, NJ (February 2015)
- University of Washington Cognition/Perception Colloquium, Seattle, WA (October 2014)
- *Association of Consumer Research Conference, Baltimore, MD (October 2014)
- *Marketing Science Conference, Atlanta, GA (June 2014)
- Seattle University Albers School of Business & Economics Seminar Series, Seattle, WA (April 2014)

“The Top-Ten Effect: Consumers' Subjective Categorization of Ranked Lists,” with Robert M. Schindler

- *Society for Consumer Psychology Conference, Miami, FL (March 2014)
- *Association of Consumer Research Conference, Chicago, IL (October 2013)

“Judging a Part by the Size of its Whole: The Category Size Bias in Probability Judgments,” with Aaron R. Brough

- Seattle University Albers School of Business & Economics Seminar Series, Seattle, WA (March 2014)
- *Society for Judgment and Decision Making Conference, Toronto, Canada (November 2013)
- University of Washington Bothell School of Business Research Seminar, Bothell, WA (May 2013)
- *Association of Consumer Research Conference, Vancouver, Canada (October 2012)
- *Society for Consumer Psychology Conference, Atlanta, GA (February 2011)

“But How Did You Expect To Feel?: The Motivated Misremembering of Affective Forecasts,” with Alexander Fedorikhin and David Gal

- *Association of Consumer Research Conference, Vancouver, Canada (October 2012)
- University of Washington Cognition/Perception Colloquium, Seattle, WA (December 2011)
- *Society for Judgment and Decision Making Conference, Seattle, WA (November 2011)
- *Society for Consumer Psychology Conference, Atlanta, GA (February 2011)

“The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Experiential Judgments,” with Morgan Poor

- *Association of Consumer Research Conference, Vancouver, Canada (October 2012)

- Seattle University Albers School of Business & Economics Seminar Series, Seattle, WA (April 2012)
- *Society for Consumer Psychology Conference, Atlanta, GA (February 2011)

“Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods,” with Aaron R. Brough

- *Association of Consumer Research Conference, Jacksonville, FL (October 2010)
- *6th Annual Whitebox Advisors Graduate Student Conference at Yale University, New Haven, CT (April 2010)
- *Society for Consumer Psychology Conference, St. Petersburg, FL (February 2010)
- *Society of Judgment and Decision Making Conference, Boston, MA (November 2009)

“When Products Are Valued More but Sold for Less: The Impact of Waste Aversion on Value Judgments,” with Aaron R. Brough

- *Association of Consumer Research Conference, Pittsburgh, PA (October 2009)
- *5th Annual Whitebox Advisors Graduate Student Conference at Yale University, New Haven, CT (April 2009)
- Kellogg on Attitudes, Motivation, and Processing Seminar Series, Evanston, IL (April 2009)

“The Mere Forecasting Effect: How Focusing on the Future Influences Current Attitudes,” with Bobby J. Calder

- *Midwestern Psychological Association Conference, Chicago, IL (May 2009)
- *Association of Consumer Research Conference Asia-Pacific, Hyderabad, India (January 2009)

“‘Happiness’ versus ‘Satisfaction’ Framing Effects in Product Evaluation,” with Bobby J. Calder

- *Society for Consumer Psychology Conference, St. Petersburg, FL (February 2010)
- *Society for Personality and Social Psychology Conference, Tampa, FL (February 2009)
- *2nd Annual Doctoral Colloquium at the Indian Institute of Management, Ahmedabad, India (January 2009)
- *Society for Consumer Psychology Summer Conference/American Psychological Association Conference, Boston, MA (August 2008)

“Transfer of Value from Decision Interruption,” with C. Miguel Brendl

- *Association of Consumer Research Conference, San Francisco, CA (October 2008)

“Responding to Information that Challenges a Prior Decision: The ‘Sticky Choice’ Bias in Sequential Decision-Making,” with Aaron R. Brough and Alexander Chernev

- *8th Annual Trans-Atlantic Doctoral Conference at the London Business School, London, UK (May 2008)
- *Association of Consumer Research Conference, Memphis, TN (October 2007)
- Kellogg on Attitudes, Motivation, and Processing Seminar Series, Evanston, IL (October 2007)

INVITED PROFESSIONAL PRESENTATIONS

“The Value of Market Orientation: Product Strategy and Roadmapping Training for Product Managers,” Tableau Software, Seattle, WA (July 2016)

“Influencing ‘Customer’ Decision-Making,” Cars.com Sales Support Workshop, Chicago, IL (August 2014)

“Treating Employees Like Customers: Effective Strategies for Communications and Language Use,” Macy’s Inc. Human Resources Workshop, Cincinnati, OH (August 2013)

“Building a Customer-Centric Organization,” Cars.com Sales Support Workshop, Chicago, IL (August 2013)

“Love or Leave It: How to Negotiate for the Best Price,” Sellers’ Conference for Online Entrepreneurs, Seattle, WA (June 2013)

“The Message Effect: How Content, Choices, and Channels Influence Consumer Behavior,” Varolii Corporation User Interaction Conference, Las Vegas, NV (March 2013)

“A Blueprint for Sales Excellence,” Cars.com Sales Operations Workshop, Chicago, IL (August 2012)

“Persuasion and Value Creation: Effective Strategies for Interacting with Decision Makers,” The Doctors Company Indirect Sales Force Meeting, Napa, CA (September 2011)

“Accessing and Influencing Decision Makers: Insights from Science and Practice,” The Doctors Company Direct Sales Force Meeting, Los Angeles, CA (June 2011)

TEACHING EXPERIENCE

Seattle University Albers School of Business & Economics	Seattle, WA
<i>MKTG 3500: Introduction to Marketing (13 sections, ~470 students)</i>	2012, 2016-2017
<i>MBA 5220: Identifying and Accessing Markets (6 sections, ~140 students)</i>	2015
<i>MKTG 5325: MBA Sales Management (1 section, ~15 students)</i>	2015
<i>MKTG 4910: Brand Management (2 section, ~75 students)</i>	2015, 2017
<i>MKTG 559/MKTG 5330: MBA Brand Management (1 section, ~20 students)</i>	2014
<i>MKTG 3580: Sales Management (2 sections, ~60 students)</i>	2014-2015
<i>MBA 5170: Marketing Strategy (5 sections, ~175 students)</i>	2013-15, 2017
<i>MBA 5080: Principles of Marketing (1 section, ~35 students)</i>	2013
<i>MKTG 4910: Consumption and Happiness (1 section, 35 students)</i>	2017

Northwestern University Kellogg School of Management	Evanston, IL
<i>MBA Course Instructor: MKTG 463 - Sales Force Management (1 section, ~45 students)</i>	2011
<i>MBA Teaching Assistant: Marketing Management, Channels, Consumer Behavior</i>	2007-2010

Loyola University of Chicago, College of Business Administration	Chicago, IL
<i>Course Instructor: MARK 310 - Consumer Behavior (2 sections, ~95 students)</i>	2009
<i>Independent Study Supervisor: Marketing Research Methods</i>	2009

City Colleges of Chicago	Chicago, IL
<i>Course Instructor: General Equivalency Diploma (GED) Preparatory Course</i>	1997-1998

University of Chicago	Chicago, IL
<i>Teaching Assistant: 7 Undergraduate Biology Classes</i>	1996-1997

SERVICE

To the Marketing Discipline

- Editorial Review Board: *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Advertising*
- Ad-Hoc Reviewer: *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Business Research*, *Journal of the Academy of Marketing Science*, *South Asian Journal of Global Business Research*, *PLOS ONE*
- Reviewer: Association of Consumer Research Conference (2008-present)
- Reviewer: Society for Consumer Psychology Conference (2009-present)
- Conference Session Scheduler: Association of Consumer Research Conferences (2007-2008)
- Conference Scribe: CMO Summit, co-sponsored by Marketing Science Institute and McKinsey & Co. (2007)
- Contributor: Sales Force Design for Strategic Advantage (A.Zoltners, P.Sinha, & S.Lorimer, 2004)

To Seattle University

- Faculty Representative: Seattle University Brand Leadership Group (2013-present)

To the Albers School of Business and Economics

- Chairperson: Albers Curriculum and Academic Policy Committee (CAPCOM) (2016-2017)
- Committee Member: Albers Promoting Research Committee (2015-2017)
- Committee Member: Albers Faculty/Student Research Committee (2014-2017)
- Committee Member: Albers Professional MBA Implementation Committee (2013-2016)
- Committee Member: Albers Curriculum and Academic Policy Committee (CAPCOM) (2015-2016)
- Committee Member: Albers Professional MBA Revision Task Force (2012-2013)
- Committee Member: Albers PT MBA Task Force (Bridge MBA) (2012)
- Lead Organizer and Co-Coordinator: Albers Scholarship Seminar Series (2012-present)
- Co-chair, Albers Faculty-Staff Giving Campaign (2014-2015)
- Marketing Instructor: Albers Entrepreneurship program for trafficked, exploited, abused, refugee, and young women at risk; co-sponsored by HERA (Her Equality, Rights and Autonomy) (2015)
- Marketing Instructor: Albers Summer Business Institute (2013-2015)
- Marketing Instructor: Albers Academy of Finance Program (2014)
- Panelist: Reflections on the Jesuit Brand (2017); co-sponsored by Albers Arrupe Alumni, Center for Jesuit Education, Institute for Catholic Thought and Culture, and SU Marketing Communications
- Panelist: Reflections by Albers Faculty on the Economics of Inequality, Exclusion, and Consumerism (2014) – a university event with 50+ attendees examining research on markets and the promotion of justice; co-sponsored by the Institute for Catholic Thought and Culture, and Mission and Ministry
- Contributor, Albers Insights: Article titled "Are You Hiring the Wrong Person?" (Fall 2013)

To the Marketing Department

- Chairperson: Marketing Department Faculty Candidate Search Committee (2018)
- Presenter: Presidential Campaign Ad Review for Seattle University American Marketing Association (AMA) Chapter (2016)
- Committee Member: Marketing Department Faculty Candidate Search Committee (2011, 2014, 2016)
- Presenter: Super Bowl Ad Review for Seattle University American Marketing Association (AMA) Chapter (2014-2017)
- Grader: Undergraduate Marketing Assessment exam - Marketing questions (2012-2014)
- Lead Organizer and Coordinator: "Marketing Beyonce" Event (Spring 2015) - an Albers event with 75+ attendees, aimed at educating students about marketing careers in the entertainment industry
- Lead Organizer and Coordinator: Sales Night (Fall 2012) - a university event with 170 attendees, and Sales Day (Spring 2014) - an Albers event with 50+ attendees, aimed at educating students about sales careers
- Interim Adviser: Marketing Club (Fall 2012)

PROFESSIONAL AFFILIATIONS

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

DOCTORAL COURSEWORK

Marketing

Marketing Strategy	Gregory Carpenter
Consumer Information Processing I	Brian Sternthal and Alice Tybout
Consumer Information Processing II	C. Miguel Brendl
Consumer Behavior	Angela Lee
Behavioral Decision Theory	Alexander Chernev
Advanced Marketing Theory: Behavioral Approach	Christopher Hsee
Marketing Literature	Oleg Urminsky and Yeshim Orhun
Trust, Deception, & Authenticity in Marketplace Exchange	Kent Grayson
Consumer Culture Theory	Kent Grayson
Judgment, Emotion, and Consumer Choice	Neal Roese
Philosophy of Science	Bobby Calder
Quantitative Models in Marketing, Analytical	Anne Coughlan
Quantitative Models in Marketing, Empirical	Eric Anderson

Psychology

Theories of Social Psychology	Galen Bodenhausen
Social Cognition	Daniel Molden
Motivated Thinking	Daniel Molden
Discourse Processes	William Horton
Social Psychology: Emotions	Wendi Gardner
Psychology of Belief and Judgment	Jane Risen and Eugene Caruso
Topics in Behavioral Science I: Judgment & Decision-Making	George Wu and Reid Hastie
Topics in Behavioral Science II: Motivation	Ayelet Fishbach and Nicholas Epley
Behavioral Economics	Richard Thaler and Emir Kamenica

Methodology and Statistics

Multivariate Analysis	Lakshman Krishnamurthi
Designs for Experimental and Quasi-Experimental Causal Research	Thomas Cook
Research Methods in Organizations	Amy Cuddy
Psychometric Theory	William Revelle
Introduction to Structural Equation Modeling	Kent Grayson
Linear Models	H. David Smith
Statistics for Experimental Design	H. David Smith
Fundamentals of Statistics	Satoru Suzuki

REFERENCES

Bobby J. Calder
Charles H. Kellstadt Professor of
Marketing
Kellogg School of Management
Northwestern University
2001 Sheridan Road
Evanston, IL 60208
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School of Business-Camden
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Camden, NJ 08102
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Professor of Marketing
Pamplin College of Business
Virginia Tech
880 West Campus Drive
Blacksburg, VA 24061
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Shailendra Pratap Jain
James D. Currie Professor of Marketing
Foster School of Business
University of Washington
Seattle, WA 98195
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Kent Grayson
Associate Professor of Marketing
Bernice and Leonard H. Lavin
Professorship
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Northwestern University
2001 Sheridan Road
Evanston, IL 60208
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Andris A. Zoltners
Founder & Co-Chairman, ZS Associates
Nemmers Professor Emeritus of
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Kellogg School of Management
Northwestern University
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Chair, Marketing Department
Professor of Marketing
Albers School of Business & Economics
Seattle University
901 12th Avenue
Seattle, WA 98122
(206) 296-5746
carlo@seattleu.edu

ABSTRACTS OF ACADEMIC PUBLICATIONS

Sevilla, Julio, Mathew S. Isaac, and Rajesh Bagchi (2018), "Format Neglect: How the Use of Numerical Versus Percent Rank Claims Influences Consumer Judgments," *Journal of Marketing*, forthcoming.

Marketers often claim to be part of an exclusive tier (e.g., "top 10") within their competitive set. Although recent behavioral research has investigated how consumers respond to rank claims, this work has focused exclusively on claims having a numerical format. But marketers often communicate rankings using percentages—such as "top 20%." The present research explores how using a numerical format claim (e.g., "top 10" out of 50 products) versus an equivalent percentage format claim (e.g., "top 20%" out of 50 products) influences consumer judgments. Across five experiments, the authors find robust evidence of a shift in evaluations whereby consumers respond more favorably to numerical rank claims when set sizes are smaller (i.e., < 100) but more favorably to percent rank claims when set sizes are larger (i.e., > 100), even when the claims are mathematically equivalent. They further show that this change in evaluations occurs because consumers commit *format neglect* when making their evaluations by relying predominantly on the nominal value conveyed in a rank claim and insufficiently accounting for set size.

Isaac, Mathew S. and Kent Grayson (2017), "Beyond Skepticism: Can Accessing Persuasion Knowledge Bolster Credibility?," *Journal of Consumer Research*, 43 (6), 895-912.

As defined by Friestad and Wright (1994), persuasion knowledge is personal knowledge about persuasion attempts that consumers develop and use whenever they believe they are targets of persuasion. A significant majority of research on persuasion knowledge has suggested that persuasion knowledge and skepticism invariably go hand in hand, and that accessing persuasion knowledge therefore leads consumers to evaluate the agent and its offering less favorably. Across four studies, the authors demonstrate the novel effect that persuasion knowledge access can lead to greater credibility (rather than greater skepticism), a finding that they argue is theoretically consistent with Friestad and Wright's (1994) Persuasion Knowledge Model. Further, the authors demonstrate that when a persuasive agent uses a credible tactic, persuasion knowledge access can lead consumers to evaluate the agent and its offering more (rather than less) favorably. They also develop and test a new approach for increasing persuasion knowledge access in lab experiments, which can facilitate the investigation of other occasions where persuasion knowledge access increases trust and belief in a persuasive message.

Brough, Aaron R., James E. B. Wilkie, Jingjing Ma, Mathew S. Isaac, and David Gal (2016), "Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption," *Journal of Consumer Research*, 43 (4), 567-582.

Why are men less likely than women to embrace environmentally-friendly products and behaviors? Whereas prior research attributes this gender gap in sustainable consumption to personality differences between the sexes, we propose that it may also stem in part from a prevalent association between green behavior and femininity, and a corresponding stereotype (held by both men and women) that green consumers are more feminine. Building on prior findings that men tend to be more concerned than women with gender identity maintenance, we argue that this green-feminine stereotype may motivate men to avoid green

behaviors in order to preserve a macho image. In a series of seven studies, we find evidence of an implicit cognitive association between the concepts of greenness and femininity and show that, accordingly, consumers who engage in green behaviors are stereotyped by others as more feminine and even perceive themselves as more feminine. We further show that men's willingness to engage in green behaviors can be influenced by threatening or affirming their masculinity, as well as by using masculine rather than conventional green branding. Together, these findings bridge literatures on identity and environmental sustainability and introduce the notion that due to the green-feminine stereotype, gender identity maintenance can influence men's likelihood of adopting green behaviors.

Isaac, Mathew S., Aaron R. Brough, and Kent Grayson (2016), "Is Top 10 Better than Top 9? The Role of Expectations in Consumer Response to Imprecise Rank Claims," *Journal of Marketing Research*, 53 (3), 338-353.

Many marketing communications are carefully designed to cast a brand in its most favorable light. For example, marketers may prefer to highlight a brand's membership in the top 10 tier of a third-party list instead of disclosing the brand's exact rank. The authors propose that when marketers use these types of imprecise advertising claims, subtle differences in the selection of a tier boundary (e.g., top 9 vs. top 10) can influence consumers' evaluations and willingness to pay. Specifically, the authors find a comfort tier effect in which a weaker claim that references a less exclusive but commonly used tier boundary can actually lead to higher brand evaluations than a stronger claim that references a more exclusive but less common tier boundary. This effect is attributed to a two-stage process by which consumers evaluate imprecise rank claims. The results demonstrate that consumers have specific expectations for how messages are constructed in marketing communications and may make negative inferences about a brand when these expectations are violated, thus attenuating the positive effect such claims might otherwise have on consumer responses.

Isaac, Mathew S. and Morgan Poor (2016), "The Sleeper Framing Effect: The Influence of Frame Valence on Immediate and Retrospective Experiential Judgments," *Journal of Consumer Psychology*, 26 (1), 53-65.

Prior research on attribute framing has documented a robust valence-consistent shift whereby positively valenced options (e.g., 75% lean beef) are preferred over equivalent negatively valenced options (e.g., 25% fat beef). However, this research has typically explored how labels influence judgments of prospective or hypothetical consumption. In contrast, we examine how frames interact with actual consumption experiences to influence both immediate and retrospective judgments. We find evidence of a *sleeper framing effect* wherein a valence-consistent shift emerges for retrospective judgments even when absent immediately after consumption. We attribute this effect to differences in how consumers integrate the more cognitive information of the frame with the more affective information acquired during consumption. Specifically, three experiments show that consumers attend to and rely relatively more on affective information from experience when making immediate judgments, but relatively more on cognitive information from the frame when making retrospective judgments. In addition, we identify the valence of the experience as an important boundary condition, such that the sleeper framing effect is most pronounced when the experience is relatively neutral in valence.

Calder, Bobby J., Mathew S. Isaac, and Edward C. Malthouse (2016), "How to Capture Consumer Experiences: A Context-Specific Approach to Measuring Engagement," *Journal of Advertising Research*, 56 (1), 39-52.

Although academics and practitioners have embraced customer engagement as a major objective of marketing, the conceptualization and measurement of engagement is challenging. Prior research largely has relied on conventional “one-size-fits-all” measures with a fixed set of scale items. The current, more flexible approach measures engagement based on context-specific experiences that can vary across brands and products. Three studies examining engagement when consuming 1) live jazz music, 2) newspapers, and 3) television programming provided evidence that a flexible approach to measuring engagement can help predict consumer behavior. The third of these studies also provided new evidence that engagement with television programming increases advertising effectiveness.

Isaac, Mathew S. and Aaron R. Brough (2014), “Judging a Part by the Size of Its Whole: The Category Size Bias in Probability Judgments,” *Journal of Consumer Research*, 41 (2), 310-325.

Whereas prior research has found that consumers’ probability judgments are sensitive to the number of categories into which a set of possible outcomes is grouped, this article demonstrates that categorization can also bias predictions when the number of categories is fixed. Specifically, five experiments document a category size bias in which consumers perceive an outcome as more likely to occur when it is categorized with many rather than few alternative possibilities, even when the grouping criterion is irrelevant and the objective probability of each outcome is identical. For example, participants in one study irrationally predicted being more likely to win a lottery if their ticket color matched many (vs. few) of the other gamblers’ tickets—and wagered nearly 25% more as a result. These findings suggest that consumers’ perceptions of risk and probability are influenced not only by the number of categories into which possible outcomes are classified but also by category size.

Isaac, Mathew S. and Robert M. Schindler (2014), “The Top-Ten Effect: Consumers’ Subjective Categorization of Ranked Lists,” *Journal of Consumer Research*, 40 (6), 1181-1202.

Long lists of ranked items, such as *Bloomberg Businessweek’s* rankings of MBA programs, are ubiquitous in Western culture and often used in consumer decision-making. Six studies show that consumers mentally subdivide ranked lists that are not already categorized into a smaller set of categories and that they exaggerate differences between consecutive items that are adjacent to category boundaries. Further, despite prior work suggesting that people might subjectively produce place-value categories (e.g., single digits, the 20s), this research shows that consumers interpret ranked lists by generating round-number categories ending in zero or five (e.g., top 10, top 25). Thus, for example, improvements in rank that cross round-number-category boundaries (e.g., shifting from rank 11 to rank 10) have a more positive effect on consumer evaluations than improvements in rank that cross place-value-category boundaries (e.g., shifting from rank 10 to rank 9). This phenomenon, labeled the *top-ten effect*, occurs because round numbers are cognitively accessible to consumers due to their normative or prevalent use in everyday communication.

Brough, Aaron R. and Mathew S. Isaac (2012), “Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods,” *Journal of Marketing*, 76 (4), 78-91.

Consumers often dispose of used products by selling them in a secondary market (e.g., classified ads, Craigslist, eBay). When consumers must dispose of products to which they feel emotionally attached, they often expect to sell the product at a price in excess of its market value. However, the authors identify a condition in which product attachment can

decrease rather than increase the minimum price sellers are willing to accept. Specifically, they propose that due to concern for how products are used following a transaction, strongly attached sellers may be more willing than weakly attached sellers to provide discounts to potential buyers whose usage intentions are deemed appropriate. Whereas prior research has focused primarily on one particular consequence of attachment, that is, the intensified reluctance of consumers to part with their possessions, this research identifies a novel consequence of attachment—a heightened sensitivity to the manner in which the product will be used following a transaction. Four empirical studies provide converging evidence that sellers' product attachment determines the extent to which their minimum acceptable sales price is influenced by buyer usage intent.