

LISA E. BOLTON

Professor of Marketing
Anchel Professor of Business Administration
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EDUCATION

University of Florida
Ph.D., Marketing, 2000

University of Toronto
M.H.Sc., Clinical Engineering, 1990

Royal Military College of Canada
B. Eng., Engineering Physics, 1987

**ACADEMIC
POSITIONS**

Professor of Marketing
The Pennsylvania State University (2015-present)

Associate Professor, Smeal College of Business
The Pennsylvania State University (2008-2015)

Assistant Professor, Wharton School
University of Pennsylvania (2000–2008)

**RESEARCH
INTERESTS**

Judgment and decision-making by managers and consumers, with substantive interests in new products and technology, pricing, cross-cultural marketing, and consumer welfare (e.g., consumer spending and finances, health marketing, sustainability).

HONORS, AWARDS, & GRANTS

- 2021-present Anchel Professorship of Business Administration
- 2021-2022 Journal of Retailing Outstanding Associate Editor Award
- 2020-2021 Smeal Faculty RISE Above Award
- 2016-2021 Frank and Mary Jean Smeal Research Fellowship
- 2015 Journal of Public Policy & Marketing Outstanding Reviewer Award
- 2012-2013 Journal of Consumer Research Outstanding Reviewer Award
- 2012 Journal of Public Policy & Marketing Outstanding Reviewer Award
- 2012 Institute on Asian Consumer Insight Research Grant Award (with Haipeng Chen and Sharon Ng)
- 2012 Association for Consumer Research Conference Best Competitive Paper
- 2010 Harrah Hospitality Research Center Grant Award (with Anna Mattila, PSU)
- 2010 AMA Sheth Foundation Doctoral Consortium Faculty
- 2010 Society for Consumer Psychology Conference Best Working Paper Award
- 2008-13 Smeal Research Grants (multiple)
- 2008-2011 National Endowment for Financial Education Research Grant (with Paul N. Bloom, Duke University)
- 2007 AMA Sheth Foundation Doctoral Consortium Faculty
- 2005 Marketing Science Institute Young Scholar's Program
- 2004-2005 Journal of Consumer Research Outstanding Reviewer Award
- 1999-2000 John A. Howard AMA Doctoral Dissertation Award

- 1999 Procter & Gamble Marketing Innovation Research Award
- 1998 AMA Sheth Foundation Doctoral Consortium Fellow
- 1997 Doctoral Internationalization Consortium, UT Austin
- 1997 Dissertation Summer Scholar, Tilburg University, The Netherlands
- 1996-1998 Social Sciences & Humanities Research Council of Canada Doctoral Fellowship
- 1995-1997 Grinter Fellowship, University of Florida
- 1987-1990 Natural Sciences & Engineering Research Council of Canada Graduate Scholarship
- 1983-1987 Association of Professional Engineers of Ontario Undergraduate Scholarship
- 1983-1987 RMC Club of Canada Scholarship
- 1983-1987 T.R. Meighen Memorial Scholarship
- 1983-1986 Governor-General of Canada Medals for First-Place Standing at RMC
- 1983-1987 Military Leadership and Management Awards, RMC
- 1983-1985 Mathematics, Civil Engineering, Chemistry, Physics and English Awards, RMC
- 1983-1984 Canadian Federation of University Women's Award

ARTICLES PUBLISHED IN REFEREED JOURNALS

1. Bolton, Lisa E. (2025), "A Common-Sense Commentary on Religious Values and Consumer Behavior," *Journal of Consumer Psychology*, in press.
2. Hassler, Corinne Kelly, Martin Mende, Maura Scott, and Lisa E. Bolton (2024), "The Prosocial Ambassador Effect: Adopting an Ambassador Role Increases Sustainable Behavior," *Journal of Marketing*, 89 (1), 19-38.
3. Allred, Nathan, and Lisa E. Bolton (2024), "Conspiracy Beliefs and Consumption: The Role of Scientific Literacy," *Journal of Consumer Research*, 51 (4), 656-678.
4. Lui, Anqi, Anna S. Mattila, and Lisa E. Bolton (2024), "Simple Morning and Complex Night: Time of Day and Complex Sensory Experiences," *Journal of Service Research*, forthcoming.
5. Mende, Martin, Abhishek Borah, Maura L. Scott, Lisa E. Bolton, and Leonard Lee (2024), "People, Peace, Prosperity, and the Planet: A Journey toward Sustainability Development in Consumer Research", *Journal of Consumer Research*, 51 (1), 91-103.
6. Xu, Haiyue (Felix) and Lisa E. Bolton (2023), "How do Consumers React to Production Waste?", *Journal of Consumer Research*, 51 (2), 212-37.
7. Ross, Gretchen Wilroy, Lisa E. Bolton, and Margaret G. Meloy (2023), "Disorder in Secondhand Retail Spaces: The Countervailing Forces of Hidden Treasure and Risk," *Journal of Retailing*, 99 (1), 136-148.
8. Bolton, Lisa E., and Rebecca Walker Reczek (2022), "Food and Food Waste: Spinning a Two-sided Coin," invited commentary, *Journal of Public Policy & Marketing*, 41 (2), 141-3.
9. Xu, Felix, Lisa E. Bolton, and Karen Winterich (2021), "How Do Consumers React to Company Moral Transgressions? The Role of Power Distance Belief and Empathy for Victims", *Journal of Consumer Research*, 48 (1), 77-101.
10. Choi, Sungwoo, Anna S. Mattila, and Lisa E. Bolton (2021), "To Err is Human(-oid): How do Consumers React to Robot Service Failure and Recovery?", *Journal of Service Research*, 24 (3), 354-

371. **Runner-up Best JSR Article 2021.**

11. Ross, Gretchen R., Margaret G. Meloy, and Lisa E. Bolton (2021), "Disorder and Downsizing," *Journal of Consumer Research*, 47 (6), 959-977. **Ferber Award Winner.**
12. Hyodo, Jamie, and Lisa E. Bolton (2021), "How does Religion Affect Consumer Response to Failure and Recovery by Firms?," *Journal of Consumer Research*, 47 (5), 807-828.
13. Chen, Haipeng, David Hardesty, Akshay Rao, and Lisa E. Bolton (2021), "Introduction to the Special Issue on Behavioral Pricing," *Journal of the Association for Consumer Research*, 6 (1), 4-9.
14. Lee, Saerom, and Lisa E. Bolton (2020), "Mixed Signals? Decoding Luxury Consumption in the Workplace," *Journal of Business Research*, 117 (Sep), 331-345.
15. Wang, Dian, Haipeng (Allan) Chen, Lisa E. Bolton, and Sharon Ng (2020), "Dual Entitlement Revisited: Cultural Differences in Asymmetric Pricing," *Journal of Marketing Behavior*, 4 (2-4), 213-225.
16. Gonzales, Gabriel E., Lisa E. Bolton, and Margaret G. Meloy (2020), "Why do consumers think it is fair to pay more when buying from producers versus retailers?," *Marketing Letters*, 31, 31-35.
17. Lu, Zhi, Lisa E. Bolton, Sharon Ng, and Haipeng (Allan) Chen (2020), "The Price of Power: How Firm's Market Power Affects Perceived Fairness of Price Increases," *Journal of Retailing*, 96 (2), 220-234.
18. Stadler Blank, Ashley, and Lisa E. Bolton (2019), "Putting a Price on User Innovation: How Consumer Participation Can Decrease Perceived Price Fairness," *Journal of the Association for Consumer Research*, 4 (3), 256-268.
19. Zheng, Yanmei, Lisa E. Bolton, and Joseph W. Alba (2019), "Technology Resistance: The Case of Food Production Processes," *Journal of Public Policy & Marketing*, 38 (2), 246-262.
20. Mende, Martin, Maura L. Scott, and Lisa E. Bolton (2018), "All that Glitters is Not Gold: When and Why Service Providers' Conspicuous Consumption Triggers Reward or Penalty Effects," *Journal of Service Research*, 21 (4), 405-420.
21. Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton (2019), "The Marketing of Love: How Attachment Styles Affect Romantic Consumption Journeys," *Journal of the Academy of Marketing Science*, 47 (2), 255-273.
22. Liu, Stephanie, Anna S. Mattila, and Lisa E. Bolton (2018), "Selling Painful Yet Pleasurable Service Offerings: An Examination of Hedonic Appeals," *Journal of Service Research*, 21 (3), 336-52.
23. Chen, Haipeng, Lisa E. Bolton, Sharon Ng, Dongwon Lee, and Dian Wang (2018), "Culture, Relationship Norms, and Dual Entitlement," *Journal of Consumer Research*, 45 (Jun), 1-20. *Partially funded by a research grant from the Institute on Asian Consumer Insight.*
24. Pallas, Florian, Lisa E. Bolton, and Lara Lobschat (2018), "Shifting the Blame: How Surcharge Pricing Influences Blame Attributions for a Service Price Increase," *Journal of Service Research*, 21 (3), 302-18.

25. Saerom Lee, Lisa E. Bolton, and Karen Page Winterich (2017), "To Profit or Not to Profit? The Role of Greed Perceptions in Consumer Support for Social Ventures," *Journal of Consumer Research*, 44 (Dec), 853-76.
26. Garvey, Aaron, and Lisa E. Bolton (2017), "Eco-Product Choice Cuts Both Ways: How Pro-Environmental Licensing versus Reinforcement is Contingent upon Environmental Consciousness," *Journal of Public Policy & Marketing*, 36 (2), 284-98.
27. Garvey, Aaron M., Frank Germann, and Lisa E. Bolton (2016), "Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit," *Journal of Consumer Research*, 42 (April), 931-51.
28. Garvey, Aaron M., and Lisa E. Bolton (2016), "The Licensing Effect Revisited: How Virtuous Behavior Heightens the Pleasure Derived from Subsequent Hedonic Consumption," *Journal of Marketing Behavior*, 2 (4), 291-8.
29. Bhattacharjee, Amit, Lisa E. Bolton, and Americus Reed II (2015), "The Perils of Marketing Weight Management Remedies and the Role of Health Literacy", *Journal of Public Policy & Marketing*, 34 (Spring), 50-62. Featured in "Have Marketers Made Us Fat?", *Marketing News*, Nov/Dec 2018
30. Bolton, Lisa E., and Anna S. Mattila (2015), "How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer-Seller Relationships," *Journal of Retailing*, 91 (Mar), 140-53. **"Honorable Mention" for JR 2017 William R. Davidson Award.**
31. Ghose, Tilotamma, Dalpesh Desai, and Lisa E. Bolton (2014), "Accentuate the Positive: How Identity Affects Customer Satisfaction," *Journal of Consumer Marketing*, 31 (5), 371-9. **"Highly commended paper" for JCM 2014.**
32. Scott, Maura L, Martin Mende, and Lisa E. Bolton (2013), "Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships," *Journal of Marketing Research*, L (June), 334-47.
33. Bolton, Lisa E., and Joseph W. Alba (2012), "When Less is More: Consumer Aversion to Unused Utility," *Journal of Consumer Psychology*, 22 (July), 369-383.
34. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2011), "Using Loan Plus Lender Literacy Information to Combat One-sided Marketing of Debt Consolidation Loans," *Journal of Marketing Research*, 48 (special issue), S51-S59. *Partially funded by a research grant from the National Endowment for Financial Education.*
35. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2010), "How do Price Fairness Perceptions Differ Across Culture?" *Journal of Marketing Research*, 47 (June), 564-76.
36. Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2010), "Lay Theories of Medicine and a Healthy Lifestyle", *Journal of Consumer Research*, 37 (June), 80-97.
37. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2008), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?", *Journal of Consumer Research*, 34 (May), 713-26.
38. Bolton, Lisa E., and Joseph W. Alba (2006), "Price Fairness: Good and Service Differences and the

Role of Vendor Costs,” *Journal of Consumer Research*, 33 (September), 258-265.

39. Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2006), “Does Marketing Products as Remedies Create “Get Out of Jail Free Cards?””, *Journal of Consumer Research*, 33 (June), 71-81.
40. Bolton, Lisa E., and Americus Reed II (2004), “Sticky Priors: The Perseverance of Identity Effects on Judgment,” *Journal of Marketing Research*, 41 (November), 397-411.
41. Bolton, Lisa E. (2003), “Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting,” *Journal of Marketing Research*, XL (February), 65-79.
42. Bolton, Lisa E., Luk Warlop, and Joseph W. Alba (2003), “Consumer Perceptions of Price (Un)Fairness,” *Journal of Consumer Research*, 29 (March), 474-491.
43. Reed II, Americus, David B. Wooten, and Lisa E. Bolton (2002), “The Temporary Construction of Consumer Attitudes,” *Journal of Consumer Psychology*, 12 (4), 375-388.

INVITED PAPERS/BOOK CHAPTERS

44. Bolton, Lisa E., and Haipeng (Allan) Chen (2023), “Behavioral Pricing and Price Fairness,” in *New Directions in Behavioral Pricing* (ed. Chezy Ofir), forthcoming.
45. Bolton, Lisa E. (2018), “What are the consequences for remedying risk?”, in *Mapping out Marketing: Navigation Lessons from the Ivory Trenches* (ed. Ronald Paul Hill, Cait Lambertson, and Jennifer Schwarz), Routledge, 79-80.
46. Grunert, Klaus G., Lisa E. Bolton, and Monique M. Raats (2011), “Processing and acting upon nutrition labeling on food: The state of knowledge and new directions for transformative consumer research,” in *Transformative Consumer Research for Personal and Collective Well Being: Reviews and Frontiers* (ed. David Mick, Simone Pettigrew, Connie Pechmann, and Julie Ozanne), Routledge: New York, 333-352.
47. Bolton, Lisa E. (2011), “Perceived Price Fairness: The Contributions of Kent B. Monroe,” in *Legends in Marketing Series: Kent Monroe* (ed. Jagdish Sheth), Volume 4, Sage Publications.
48. Bolton, Lisa E. (2008), “Caveat Professor: A Tribute to Joseph W. Alba,” in *the Paul D. Converse Symposium Proceedings*.
49. Reed II, Americus, and Lisa E. Bolton (2005), “The Complexity of Identity,” *Sloan Management Review*, 46 (3), 18-22.

OTHER PUBLICATIONS

50. Bolton, Lisa E. (2018), “Curation: Behavioral Pricing in JCR,” Invited curation. Available at: https://academic.oup.com/jcr/pages/behavioral_pricing_in_jcr
51. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2011), “Facts about Debt Consolidation Loans”, a financial literacy video available to consumers and financial advisors. Funded by the National Endowment for Financial Education. Available at <http://www.nefe.org/what-we-provide/primary-research/debt-consolidation-loan-research.aspx>

WORKING PAPERS / UNDER REVIEW

1. “Company Responsibility for Social and Environmental Sustainability” (with Hannah Smith and Karen Page Winterich)
 2. “Culture and the Mixed Signals of Company Profitability” (with Felix Xu)
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INVITED PRESENTATIONS

1. Allred, Nathan, and Lisa E. Bolton (2022), “Aliens and Scientists: The Mitigating Role of Scientific Literacy on Conspiracy Theory Belief”, Society for Consumer Psychology.
2. Bolton, Lisa E., and Haiyue (Felix) Xu (2022), “Consumer Aversion Toward Company Waste: An Environmental Harm-based Perspective,” Georgia Tech University.
3. Bolton, Lisa E., and Haiyue (Felix) Xu (2021), “Consumer Aversion Toward Company Waste: An Environmental Harm-based Perspective,” Hong Kong Polytechnic University.
4. Inman, Jeff, Lisa E. Bolton, and Andrew Stephen (2020), “Plenary Session: Strategy in Consumer Behavior,” Marketing Strategy Doctoral Consortium, UT Austin, April. (Rescheduled and held remotely in Dec 2020 due to COVID-19)
5. Bolton, Lisa E. and Jamie Hyodo (2019), “How does Religion Affect Consumer Response to Failure and Recovery by Firms?”. University of California Berkeley.
6. Bolton, Lisa E. (2018), “Consumer Support for Social Ventures,” Johns Hopkins Conference on Crowdsourcing in the Sharing Economy, A Multidisciplinary Perspective.
7. Bolton, Lisa E. (2018), “Revisiting Dual Entitlement: Price Fairness across Culture and Firms,” University of Hawaii.
8. Bolton, Lisa E., Haipeng Chen, Sharon Ng, and Dongwon Lee (2015), “Cultural Differences in Asymmetric Price Adjustment,” Indiana University, University of Guelph, Wilfrid Laurier University, University of Florida, Florida State University (Wachovia Distinguished Scholar Series).
9. Bolton, Lisa E., and Anna S. Mattila (2013), “A Reservoir of Goodwill? Corporate Social Responsibility in Buyer-Seller Relationships,” University of Kentucky, Lexington, KY.
10. Bolton, Lisa E (2011), “Revealing the Downside of Remedy Marketing,” MAPP, Aarhus University.
11. Bolton, Lisa E (2011), “Undoing the Boomerang of Remedy Marketing,” DAN Management and Organizational Studies, University of Western Ontario.
12. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2010), “Stuck in Debt: How Loan Marketing Affects Consumer Personal Finances,” University of Notre Dame.
13. Bolton, Lisa E. (2010), “How (NOT) to Publish TCR?,” presented at the 2010 AMA Sheth Foundation Doctoral Consortium, Texas Christian University.

14. Bolton, Lisa E. (2008), "Caveat Professor: A Tribute to Joseph W. Alba," presented at the Paul D. Converse Symposium, University of Illinois, Champaign, Illinois.
15. Bolton, Lisa E. (2008), "How do Price Fairness Perceptions Differ Across Culture?," Penn State (Feb); Texas A&M (Nov).
16. Bolton, Lisa E. (2007), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA," University of Michigan (Oct); Duke University (Oct).
17. Bolton, Lisa E. (2007), "Society and the Marketplace," AMA Sheth Foundation Doctoral Consortium, Arizona State University.
18. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?," Southern Ontario Behavioral Decision Research Conference, University of Western Ontario, Canada.
19. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?," The Annenberg School for Communication, University of Pennsylvania (Feb); Temple University (April).
20. Bolton, Lisa E., Jane Machin, and Jessica Lilie (2005), "Consumer Research in a New Media World: Analyzing Bulletin Board Content," Marketing Science Institute Fall Board of Trustees Meeting and Conference on Connecting with Customers in a Complex World, Chicago.
21. Bolton, Lisa E., Joel B. Cohen, and Paul N. Bloom (2005), "The Marketing of "Get Out of Jail Free Cards": How Smoking Cessation Aids Encourage Smoking," Transdisciplinary Tobacco Use Research Center, University of Pennsylvania.
22. Bolton, Lisa E., et al. (2005), "Does Marketing Products as Remedies Create "Get of Jail Free Cards"?" and "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", Virginia Tech University.
23. Bolton, Lisa E. and Joseph W. Alba (2005), "Consumer Response to Goods versus Services", University of South Carolina.
24. Bolton, Lisa E. and Jatin Atre (2005), "The Effects of Creativity in Advertising on Persuasion," MSI Young Scholar's Program, Park City, Utah.
25. Bolton, Lisa E., Luk M. Warlop and Joseph W. Alba (2003), "Explorations in Price (Un)Fairness." University of Virginia; University of Georgia.
26. Bolton, Lisa E. (2000), "Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting," presented at Procter & Gamble Corporation, Cincinnati, Ohio.

CONFERENCE PRESENTATIONS

1. "Marketing and the SDGs" (2023), Panelist/presenter, Summer AMA Workshop, San Francisco CA.
2. Allred, Nathan, and Lisa E. Bolton (2022), "Aliens and Scientists: The Mitigating Role of Scientific Literacy on Conspiracy Theory Belief," Society for Consumer Psychology Conference, virtual.

3. Xu, Haiyue (Felix) and Lisa E. Bolton (2021), "Consumer Aversion toward Company Waste: An Environmental Harm-Based Perspective," in a special session, Association for Consumer Research, Virtual.
4. Bolton, Lisa E. (2021), "Morality and Fairness Roundtable," Moderator role, Association for Consumer Research Conference, Virtual.
5. Kelley, Corinne, Martin Mende, Maura Scott, and Lisa E. Bolton (2020), "The Ambassador Effect: How Inducing an Ambassador Role Increases Consumers' Prosocial Marketplace Behavior," Winter Academic Marketing AMA Conference, San Diego, CA.
6. Wilroy, Gretchen, Margaret Meloy, and Lisa E. Bolton (2019), "Disorder and Downsizing," Association for Consumer Research Conference, Atlanta GA.
7. Hyodo, Jamie, and Lisa E. Bolton (2019), "How does Religion Affect Consumer Response to Failure and Recovery by Firms?," Society for Consumer Psychology, Savannah GA.
8. Chen, Haipeng, David Hardesty, Akshay Rao, and Lisa E. Bolton (2018), "Using Multi-Methods in Behavioral Pricing Research," Association for Consumer Research Conference, Dallas TX.
9. Lee, Saerom, Lisa E. Bolton, and Karen Page Winterich (2017), "To Profit or Not to Profit? The Role of Organizational Greed in Consumer Support for Social Ventures," SCP (APA Division 23) Summer Conference, Washington DC.
10. Mende, Martin, Maura L. Scott, and Lisa E. Bolton (2017), "When, Why and How Conspicuous Consumption of Frontline Service Providers Influences Service Outcomes," 26th Annual Frontiers in Service Conference, Fordham University, New York.
11. Lu, Zhi, Lisa E. Bolton, Sharon Ng, and Haipeng Chen (2017), "The Price of Power: How does Firm Power Affect Consumer Response to Price Increases?" Winter Academic Marketing AMA Conference, Orlando, FL.
12. Mende, Martin, Maura L. Scott, and Lisa E. Bolton (2016), "When, Why, and How Conspicuous Consumption in Service Relationships Influences Service Outcomes," Winter Academic Marketing AMA Conference, Las Vegas, NV.
13. Mende, Martin, Maura L. Scott, Aaron M. Garvey, and Lisa E. Bolton (2016), "The Push and Pull of Attachment Styles on Romantic Consumption", Association for Consumer Research Conference, Berlin.
14. Lee, Saerom, and Lisa E. Bolton (2015), "Is Your Boss Driving A Mercedes? How Consumers Perceive Higher Status Others' Conspicuous Consumption in The Workplace," Association for Consumer Research Conference, New Orleans, LA.
15. Garvey, Aaron, Frank Germann, and Lisa E. Bolton (2015), "Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit," Association for Consumer Research, New Orleans, LA.
16. Hyodo, Jamie, and Lisa E. Bolton (2014), "WWJD: The Effects of Religious Mindset on Consumer Response to Organizational Failure," Association for Consumer Research, Baltimore, Maryland.

17. Lu, Zhi, Lisa E. Bolton, Haipeng Chen, and Sharon Ng (2014), "Firm Power and Consumer Perceptions of Price Fairness", Association for Consumer Research, Baltimore, Maryland.
18. Gardner, Meryl, et al. (2014), "Was Captain Kirk Wrong? CB Research and the Prime Directive," Roundtable, Association for Consumer Research, Baltimore, Maryland.
19. Bolton, Lisa E. (2014), "Mid-Career Mentoring," invited panelist, Association for Consumer Research, Baltimore, Maryland.
20. Lu, Zhi, Lisa E. Bolton, Sharon Ng, and Haipeng Chen (2013), "Dual Entitlement across Culture," Academic Symposium on Asian Markets & Consumers, Institute on Asian Consumer Insight, Singapore. Supported by a research grant from ACI.
21. Lisa E. Bolton (2013), "Perspectives on Wellbeing," invited panelist at the Association for Consumer Research "Perspectives" session (sponsored by the Society for Consumer Psychology), Chicago, Illinois.
22. Lu, Zhi, Anna Mattila, and Lisa E. Bolton (2013), "Service Recovery: A Status Perspective," Association for Consumer Research Conference, Chicago, Illinois.
23. Garvey, Aaron, and Lisa E. Bolton (2013), "Consuming Functional Innovations: Are Utilitarian Behaviors Enhanced or Undermined?" in a special session titled "Of Simple and Social Excuses to Indulge", Association for Consumer Research Conference, Chicago, Illinois.
24. Chen, Haipeng (Allan), Lisa E. Bolton, and Sharon Ng (2013), "Culture, Relationship Norms, and Perceived Fairness of Asymmetric Price Adjustment," China India Insights Conference, New York, NY.
25. Chen, Haipeng (Allan), Lisa E. Bolton, and Sharon Ng (2012), "Culture, Relationship Norms, and Perceived Fairness of Asymmetric Pricing," Advertising and Consumer Psychology Conference, Singapore. Winner of research funding from the Institute for Asian Consumer Insight (ACI).
26. Chen, Haipeng (Allan), Lisa E. Bolton, and Sharon Ng (2012), "Culture, Relationship Norms, and Perceived Fairness of Asymmetric Pricing," Association for Consumer Research Conference, Vancouver, British Columbia. ***Winner of ACR best competitive paper award.***
27. Chowdhury, Tiolottama G., Kalpesh K. Desai, and Lisa E. Bolton (2012), "Accentuate the Positive: How Identity Affects Customer Satisfaction," Association for Consumer Research Conference, Vancouver, British Columbia.
28. Bolton, Lisa E., and Anna S. Mattila (2012), "Can Corporate Social Responsibility Mitigate the Harmful Effects of Service Failures?", 21st Annual Frontiers in Service Conference, Maryland, MD.
29. Bolton, Lisa E (2012), "Conversation on Helping Consumers," invited panelist at the 2012 Society for Consumer Psychology Doctoral Consortium, Las Vegas, Nevada.
30. Bolton, Lisa E. (2011), "Revealing the Downside of Remedy Marketing," First Annual Marketing Academic Research Colloquium (MARC), University of Maryland, College Park, MD.
31. Bolton, Lisa E., and Gergana Y. Nenkov (2011), "Developing Programmatic Research," invited

panelist at the 2011 Society for Consumer Psychology Doctoral Consortium, Atlanta, Georgia.

32. Scott, Maura L., Martin Mende, and Lisa E. Bolton (2010), "Judging a Book by Its Cover: How Consumers Perceive Conspicuous Consumption by Others," in a special session titled "Conspicuous Consumption in a Recession," Association for Consumer Research Conference, Jacksonville FL.
33. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2010), "Stuck in Debt: How Loan Marketing Affects Consumer Personal Finances," First Annual Boulder Summer Conference on Consumers' Financial Decision Making, Boulder CO.
34. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2010), "Stuck in Debt: How Loan Marketing Affects Consumer Personal Finances," in a special session titled "Helping Consumers Avoid Poor Financial Decisions," Marketing & Public Policy Conference, Denver CO.
35. Garvey, Aaron, and Lisa E. Bolton (2010), "Hedonic-Utilitarian Goal Balancing as the Result of Functional Food Consumption," Society for Consumer Psychology, St. Petersburg FL. Winner of best working paper award.
36. Bhattacharjee, Amit, Lisa E. Bolton, and Americus Reed II (2009), "License to Lapse: The Effects of Weight Management Product Marketing on a Healthy Lifestyle," in a special session titled "The Influence of Lay Beliefs on Consumers' Food Consumption Decisions," Association for Consumer Research Conference, Pittsburgh PA.
37. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2009), "How do Price Fairness Perceptions Differ Across Culture?" in the special session titled "Where's My Bail-out? A New Look at Factors affecting Consumer Fairness Perceptions in the Age of Vengeful Populism," Association of Consumer Research Conference, Pittsburgh PA.
38. Bolton, Lisa E. (2009), "Psychological Research Advances: At the Frontier," discussant at the Public Policy & Marketing Conference, Washington DC.
39. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2009), "How do Price Fairness Perceptions Differ Across Culture?" Yale China-India Consumer Insights Conference, New Haven CT.
40. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2008), "Understanding and Improving Consumer Personal Finances," roundtable session, Association for Consumer Research Conference, San Francisco, California.
41. Bolton, Lisa E. (2008), "Exclude or Include? Consideration Set Strategies and the Choice Process," discussant in a special session, Association for Consumer Research Conference, San Francisco, California.
42. Bolton, Lisa E., Hean Tat Keh, and Joseph W. Alba (2008), "Culture and Marketplace Effects on Perceived Price Fairness: China and the USA," Behavioral Pricing Conference, Philadelphia, Pennsylvania.
43. Wang, Wenbo, Hean Tat Keh, and Lisa E. Bolton (2007), "Consumer Perceptions and Preference for Traditional Chinese versus Western Medicine in China," in a special session titled "Health Marketing: Understanding Consumer Response to Risk and Remedy Marketing," Association for Consumer Research Conference, Memphis, Tennessee.

44. Bolton, Lisa E., and Joseph W. Alba (2007), "When Less is More: Consumer Aversion to Waste," in a special session titled "Consumption Over Time: Predictions of Future Use and Value," Association for Consumer Research Conference, Memphis, Tennessee.
45. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2007), "How Does Drug and Supplement Marketing Affect a Healthy Lifestyle?," Transformative Consumer Research Conference, The Tuck School, Dartmouth College. Winner of a Conference Best Paper Award.
46. Bolton, Lisa E., Americus Reed II, Kevin G. Volpp, and Katrina Armstrong (2006), "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", in a special session titled "Health Marketing: How Consumers Cope", Association for Consumer Research Conference, Orlando, Florida.
47. Bloom, Paul N., and Lisa E. Bolton (2006), "Why Improved Nutritional Labels May not Help Combat Obesity," in a special session titled "Fighting Obesity in Away-from Home Consumption: Healthier Food, Better Nutritional Labels, or Menu Assortment?," Association for Consumer Research Conference, Orlando, Florida.
48. Bolton, Lisa E., et al. (2005), "Does Marketing Products as Remedies Create "Get of Jail Free Cards"?" and "Turn On versus Tune Out: Consumer Reaction to Supplement versus Drug Marketing", Decision Processes Colloquium, University of Pennsylvania.
49. Bolton, Lisa E. and Joseph W. Alba (2005), "Consumer Response to Goods versus Services", Society for Consumer Psychology Conference, St. Petersburg, Florida.
50. Bolton, Lisa E. and Americus Reed II (2003), "Sticky Priors: Identity and Reasoning in Judgment," Association for Consumer Research Conference, Toronto, Canada.
51. Bolton, Lisa E., Paul N. Bloom, and Joel B. Cohen (2003), "The Marketing of "Get of Jail Free Cards": How Remedies Encourage Risky Consumption Behavior," 4-Schools (NYU, Yale, Columbia, Wharton) Conference.
52. Bolton, Lisa E., Luk Warlop and Joseph W. Alba (2002), "Consumer Perceptions of Price (Un)Fairness," Association for Consumer Research, Atlanta, GA.
53. Bloom, Paul N., Lisa E. Bolton and Joel B. Cohen (2001), "Are there Unintended Consequences of Nicotine Replacement Messages?," Public Policy and Marketing Conference, Washington DC.
54. Bolton, Lisa E. (2000), "Stickier Priors: The Effects of Nonanalytic versus Analytic Thinking in New Product Forecasting," presented at Procter & Gamble Corporation, Cincinnati, Ohio.
55. Cohen, Joel B., and Lisa E. Bolton (1997), "The Direction of Post-Decision Thinking: Looking Forward Rather Than Looking Back," Society for Consumer Psychology, St. Petersburg, Florida (reproduced in *Winter Conference Proceedings*, Society for Consumer Psychology).
56. Smith, John M., Fred W. Unger, and Lisa E. Bolton (1995), "Electromagnetic Interference: Strategies for Management in the Clinical Environment," Electromagnetics, Health Care & Health Workshop, 17th Annual International Conference of the IEEE Engineering in Medicine and Biology Society, Montreal, Canada, Sep 19-20 (reproduced in *EMBC95 Conference Proceedings*, IEEE).
57. Segal, Bernard, John M. Smith & Lisa E. Bolton (1995), "Follow-up on Electromagnetic Interference

(EMI): Other People's Solutions," presented in the Biomedical Engineering series of Telemedicine Canada, June 19.

TEACHING

- Customer Behavior, Smeal Undergraduate, 2008-2015, 2021-present.
 - Introductory Customer Behavior, Smeal Ph.d. seminar, 2009-2012, 2020-present.
 - Special/Advanced Topics in Consumer Behavior, Smeal Ph.d. seminar, 2009-present.
 - Strategic Brand Management, Smeal Undergraduate, 2015-2020.
 - Principles of Marketing, Smeal Undergraduate (Honors), 2012-2020.
 - Exploring the Essence of French Brands, Smeal Undergrad Study Abroad, 2015.
 - Exploring the Essence of Italian Brands, Smeal Undergrad Study Abroad, 2013, 2014, 2016, 2017.
 - Consumer Behavior, Ph.d. seminar, Wharton, 2001-2003.
 - Advanced Topics in Consumer Behavior, Ph.d. seminar, Wharton, 2004-2005.
 - Customer Behavior, MBA, Wharton, 2003, 2007.
 - Customer Behavior, Undergraduate, Wharton, 2001-2007.
 - International Marketing, Undergraduate, University of Florida, 1998.
 - Other seminars: "Questionnaire Design" (PSMA 2009-10, 2017-2019); "The Grey Zone Between Food and Pharma" (Scandinavian International Management Institute, 2008) "Building Brand Community" (Wharton Clubs 2006), "Self-Image as it Relates to Advertising and Medications" (CHORD 2003), "Marketing's Influence on Consumer Behavior" (Penn Preceptorial 2002); "Marketing and Warfare: Military Maneuvers in the Marketplace" (Penn Preceptorial 2004).
 - Other experience: Game Administrator and Coach for BrandMAPS Marketing Strategy Game for executive seminars at Intel and Accenture (with Randall G. Chapman) and in executive MBA program at UFlorida (with Alan Sawyer)
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ADVISING

Penn State and Smeal Research Advising:

- Doctoral Thesis Advisor: Nathan Allred (2023), Felix Xu (2021 – *ACR/Sheth Foundation Dissertation Award Winner*), Gabriel Gonzales (2019, co-advisor), Zhi Lu (2016), Ashley Stadler Blank (2016), Aaron Garvey (2012)
- Doctoral Thesis Committees: Hannah Smith (est. 2026), Joanne Xue (Hospitality, 2024), Barbara Atanga (Hospitality, 2024), JK Jang (Hospitality, 2024), Bi Yang (Hospitality, 2022), Tian Ye (Hospitality, 2022), Anqi Luo (Hospitality, 2021), Gretchen Ross Wilroy (2020), Sungwoo Choi (Hospitality, 2020), Jung Kuk Jang (Hospitality, 2020), Jennifer Roth (Workforce Ed & Development, est. 2020), Yoohee Hwang (Hospitality, 2019), Chloe Hyojin Cho (Hospitality, 2019), Myungkeun Song (Hospitality, 2018), Travis Masterson (Nutrition, 2018), Jamie Hyodo (Marketing, 2016), Stephanie Qing Liu (Hospitality, 2016), Aileen Fan (Hospitality, 2016), Nathaniel J. Ratcliffe (Psychology, 2016), Choong Beom Choi (Hospitality, 2015), Rachel Han (Hospitality, 2015), Luorong (Laurie) Wu (Hospitality, 2014), Ellen Kim (Hospitality, 2011)
- Master's Thesis Committees: Justin Ogden (Labor Studies, 2012)
- Undergraduate Honor Thesis Advisor: Jake A. Musmanno (2025), Gabrielle Davidson (2022), Jasmine Clarke (2019), Sophia Kontra (2019), Rachel Ebner (2018), Abby Arbutina (2016), Yuyuan Pan (2016), Jessica Erb (2013), Wai Yan Chiang (2013), Helen Wang (2012), Magdalen Lucci (2011), Delanie Bakos (2010), Elizabeth Rogers (2010), Wendy Shi (2010)

Wharton Research Advising:

- Doctoral Thesis Advisor: Jane Machin 2006

- Doctoral Thesis Committees: Ritesh Saini (2008), Jeff Larson (2006), Jerry Zhao (2005), Tony Cui (2005), Soonyeon Nikki Lee (NYU 2004)
 - Master's Research Advisor: Yuyu Zeng (2007)
 - MBA Research Advisor: Debby Bielak (2004)
 - Undergraduate Research Advisor: Sari Eisendrath (2003), Boris Schochat (2004), Lauren Titus (2004)
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SERVICE

Association Activities:

- Selection Board for the RRBM Honor Roll, Responsible Research for Business and Management Network.
- ACR Early Career Award Committee Chair, 2021
- Committee to Select the New Editor of Journal of Marketing, 2021
- Co-organizer (with Haipeng Chen, David Hardesty, and Akshay Rao), Behavioral Pricing Conference, University of Kentucky, April 2020 (cancelled just prior due to COVID-19)
- Association of Consumer Research Conference, member of Program Committee (various years)
- Society for Consumer Psychology Conference, member of Program Committee (various years)
- American Marketing Association Track Co-Chair (with Shuili Du), "Social Responsibility and Sustainability Track", 2014 Summer Marketing Educators' Conference.
- American Marketing Association 2007 Track Co-Chair (with Kwaku Atuahene-Gima), "Creating Value Through Products and Services"

Reviewing:

- Co-Editor, Special Issue on Behavioral Pricing, Journal of the Association for Consumer Research (2019-2020)
- Associate Editor, Journal of Marketing (2020-2023)
- Associate Editor, Journal of Public Policy & Marketing (2017-2023)
- Associate Editor, Journal of Consumer Research, (2014-2018, 2021-2023)
- Associate Editor, Journal of Marketing Research (2022-2023)
- Associate Editor, Journal of Retailing (2016-2023)
- Associate Editor, Journal of Service Research (2021-2023)
- Editorial Review Board, Journal of Consumer Research (2002-2005, 2011-2023)
- Editorial Review Board, Journal of Marketing (2005-2011, 2018-2023)
- Editorial Review Board, Journal of Public Policy & Marketing (2005-2023)
- Editorial Review Board, Journal of Consumer Psychology (2018-2020, 2021-2023)
- Editorial Review Board, Journal of Marketing Research (2018-2020, 2021-2023)
- Editorial Review Board, Journal of Consumer Affairs (2018-2023)
- Ad Hoc Reviewing: various (e.g., MSI Alden G. Clayton Dissertation Proposal Competition, SCP Sheth Doctoral Dissertation Competition, SSHRC Canada and other grant competitions, multiple conferences).

Penn State and Smeal Service Activities:

- Various department committees: e.g., First Year Paper Committee (various years); Faculty P&T Committee 2021-2022; Faculty Recruiting Committee 2020-2022, 2024-2025; MBA Policy Committee 2020-2021; Marketing Undergraduate Policy Committee 2017-2018; Department Advisory Committee 2012-2013, 2022-2024; Ph.D. Policy Committee 2008-2017
- Various college committees: e.g., AC14 Review Committee for Business Dean 2022; Graduate Policy Committee 2017-2020, Faculty Advisory Committee, 2018-2020; Smeal Promotion and Tenure Committee 2009-10, 2016-18, 2022-23; Workshop on Sustainability Research Planning Committee 2013-2014; Smeal Clinical Promotion and Tenure Committee 2009-2011; Smeal Undergraduate Advisory Committee 2009-10
- Various university committees: e.g., Graduate Council Subcommittee on New and Revised Programs and

Courses 2012-2014

- Ph.D. Coordinator for Marketing (2010-2017)
- Undergraduate Honors Advisor for Marketing (2012-2013)

Wharton Service Activities:

- Marketing Doctoral Committee, 2003-2008
 - Marketing Undergraduate Curriculum Committee 2001-2004
 - Wharton Undergraduate Curriculum Committee 2003-2004
 - Advisor to Behavioral Research Lab and Advisory Panel of Executives (APEX) 2007-2008
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**PROFESSIONAL
BACKGROUND**

- 1989-1995 Clinical Engineer, Mount Sinai Hospital, Toronto Canada
- 1990-1995 Consulting at North York General Hospital and Women's College Hospital, Toronto Canada
- 1983-1987 Officer, Canadian Forces

OTHER

Countries of Citizenship: Canada, United States