

NICHOLAS H. LURIE

Voya Financial Professor

Professor of Marketing

June 2026

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EDUCATION

- Ph.D. Haas School of Business, University of California, Berkeley, May 1999
- Major in marketing.
 - Dissertation: *The Role of Information Structure in Decision Making*
- M.S. Haas School of Business, University of California, Berkeley, December 1996
- Major in marketing.
- M.B.A. J.L. Kellogg Graduate School, Northwestern University, June 1992
- Majors in marketing and finance, *Dean's list*.
- A.B. Vassar College, May 1986
- Major in Africana Studies, *Honors*.

PROFESSIONAL EXPERIENCE

University of Connecticut, Storrs, CT

VOYA Financial Professor 2011-present

Marketing Department Undergraduate Program Director 2019-present

Professor of Marketing 2019-present

Associate Professor of Marketing 2011-2019

The Wharton School, University of Pennsylvania, Spring 2026

Visiting Professor of Marketing

IE University, Madrid, Spain, 2017-2018

Visiting Professor of Marketing

Universidad Autónoma de Madrid, Madrid, Spain, 2017-2018

Visiting Professor of Marketing

Georgia Institute of Technology, Atlanta, GA, 2005-2011
Assistant Professor of Marketing

University of North Carolina, Chapel Hill, 1999-2005
Assistant Professor of Marketing

Chicago International Development Corp., Chicago, IL, 1992-1994
Consultant

Economic Development Commission, Chicago, IL, 1991(summer)
International Marketing Consultant

U.S. Peace Corps, Cameroon, 1987-1990
Peace Corps Volunteer: Young Farmer Training Center

Woodrow Wilson International Center for Scholars, Washington, D.C., 1986-1987
Research Assistant

ACADEMIC HONORS AND AWARDS

- 2024 *Journal of Marketing Research* Outstanding Reviewer Award
- 2014 UConn School of Business Best Paper Award.
- 2006 Best Article finalist, *Journal of Service Research*.
- 2004 Ferber award for best article in the *Journal of Consumer Research* based on a doctoral dissertation.
- 2019 Provost's Excellence in Teaching recipient.
- Recognized as a top teacher by the Center for the Enhancement of Teaching and Learning's (CETL) "Thank a Teacher" program.
- Fellow, AMA Doctoral Consortium, Cincinnati, August 1997.
- Participant, CIBER Doctoral Internationalization Consortium, Austin, June 1997.
- University of California Regents' Fellowship, 1994-1995.

GRANTS

- "Virtual Reality and the Consumer Experience," (12,500 Euros), UAM-Santander Grant, July 2017, PI with Sara Campo, Universidad Autónoma de Madrid.
- "Platform Effects on Consumer Search and Decision Making," WCAI Data Grant, July 2015, PI with Hongju Liu and Sam Ransbotham.
- "Going Mobile: The Characteristics and Influence of Mobile Word of Mouth" (\$11,800), Marketing Science Institute Grant #4-1817, June 2013, PI with Sam Ransbotham and Hongju Liu, one of six awards out of 35 entries.
- "The Characteristics and Influence of Mobile Word of Mouth" (\$4,800), Connecticut Information Technology Institute, June 2013.

- “Crowdsourcing Innovative Ideas in B2B Firms” (\$10,000), Institute for the Study of Business Markets, Penn State University, May 2013, PI with Barry Bayus and Steve Hoeffler.
- “Mobile Marketing: The Persuasive Impact of Real-Time Reviews” (\$7,500), Wharton Customer Analytics Initiative, May 2011, PI with Sam Ransbotham.
- “Social Shopping: The Effects of Social Media on In-Store Behavior” (\$12,150), Marketing Science Institute Grant #4-1651, June 2010, PI with Ryan Hamilton, one of nine awards out of 50 entries.
- “Marketing on the Map” (\$55,000), Google/WPP Group, February 2009, PI with Sam Ransbotham, one of 11 awards out of 120 entries.
- “Helping Strangers” (\$6,500), Marketing Science Institute/Wharton Interactive Media Initiative Grant #4-1577, March 2009, PI with Hai Che and Allen Weiss, one of 13 awards out of 50 entries.
- Business Ethics Component Grant (\$7,100), Rich Foundation, May 2009, PI.
- “Feedback Frequency” (\$5,000), Microsoft Center for Advanced Technology and Commerce Grant November 2003, PI with Jay Swaminathan.
- “Feedback Frequency” (\$4,000), UNC Small Grants Program Award, May 2002, PI.
- Course Development Grant (\$300), UNC Center for Teaching & Learning, February 2002, PI.
- Virtual Lab Dell STAR Grant (\$25,000), Dell Corporation, Spring 2001, PI with Steve Hoeffler, Rebecca Ratner, and Gal Zauberman.
- Teaching Innovation Grant (\$3,000), Summer 2000, PI.
- University Small Grants Program Award (\$4,000), April 2000, PI.
- “Decision Making in Information Rich Environments” (\$6,000), Mellon Foundation Dissertation Grant (Administered by Hal Varian), Spring 1999, PI.
- “Decision Making in Information Rich Environments,” Center for Marketing and Technology Dissertation Grant (\$6,000), Fall 1998, PI.
- “Learning from Feedback,” Peter T. Jones Memorial Fellowship (\$6,000), Fall 1998, PI with Satoshi Akutsu.
- “A Consumer Perspective on Price-Matching Policies” (\$9,000), Marketing Science Institute Grant #4-0129, Spring 1998, PI with Joydeep Srivastava.

RESEARCH INTERESTS

- Digital Marketing
- Consumer Decision Making
- Social Media
- Information Search

JOURNAL ARTICLES

Park, Hee Mok, Minki Kim, and Nicholas H. Lurie, “Seeding Social Affirmation: Influencer + Follower Seeding Strategies and the Diffusion of Online Word-of-Mouth,” *Journal of Marketing*, forthcoming.

- VanBergen, Noah, Nicholas H. Lurie, and Zoey Chen (2022), “[More Rational or More Emotional than Others? Lay Beliefs about Decision-Making Strategies](#),” *Journal of Consumer Psychology*, 32(2), 274-292.
- Ransbotham, Sam, Nicholas H. Lurie, and Hongju Liu (2019), “[Creation and Consumption of Mobile Word of Mouth: How are Mobile Reviews Different?](#)” *Marketing Science*, 38 (September-October), 773-792; first and second authors contributed equally.
- Peng, Chi-Hung, Nicholas H. Lurie, and Sandra Slaughter (2019), “[Using Technology to Persuade: Visual Representation Technologies and Consensus Seeking in Virtual Teams](#),” *Information Systems Research*, 30 (September), 948-962.
- Wen, Na (Amy) and Nicholas H. Lurie (2019), “[More than Aesthetic: Visual Boundaries and Perceived Variety](#),” *Journal of Retailing*, 95 (September), 86-98.
- Wen, Na (Amy) and Nicholas H. Lurie (2018), “[The Case for Compatibility: Product Attitudes and Purchase Intentions for Upper versus Lowercase Brand Names](#),” *Journal of Retailing*, 94 (December), 393-407.
- Lurie, Nicholas H., Jonah A. Berger, Zoey Chen, Beibei Li, Hongju Liu, Charlotte Mason, David M. Muir, Grant M. Packard, Joseph Pancras, Ann Schlosser, Baohong Sun, and Rajkumar Venkatesan (2018), “[Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice](#),” *Customer Needs and Solutions*, 5 (March), 15-27. (Special issue based on 10th Triennial Invitational Choice Symposium [Lake Louise]; Top 10 download on SSRN.)
- Hofacker, Charles, Ko De Ruyter, Nicholas H. Lurie, Puneet Manchanda, and Jeff Donaldson (2016), “[Gamification and Mobile Marketing Effectiveness](#),” *Journal of Interactive Marketing*, 34 (May), 25-36. (Special issue based on 2015 Mobile Shopper Marketing thought leader conference, Texas A&M; Top 10 download on SSRN.)
- Lurie, Nicholas and Na (Amy) Wen (2014), “[Simple Decision Aids and Consumer Decision Making](#),” *Journal of Retailing*, 90 (4), 511-523.
- Chen, Zoey and Nicholas H. Lurie (2013), “[Temporal Contiguity and Negativity Bias in the Impact of Online Word-of-Mouth](#),” *Journal of Marketing Research*, 50 (4), 463-476.
- Ransbotham, Sam, Gerald C. Kane, and Nicholas H. Lurie (2012), “[Network Characteristics and the Value of Collaborative User-Generated Content](#),” *Marketing Science*, 31 (May/June), 387-405. (Top 10 download on SSRN.)
- Aksoy, Lerzan, Bruce Cooil, and Nicholas H. Lurie (2011), “[Decision Quality Measures in Recommendation Agents Research](#),” *Journal of Interactive Marketing*, 25 (April), 110-122.
- Huang, Peng, Nicholas H. Lurie, and Sabyasachi Mitra (2009), “[Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods](#),” *Journal of Marketing*, 73 (March), 55-69. (Top 10 download on SSRN.)

- Lurie, Nicholas H. and Jayashankar M. Swaminathan (2009), “[Is Timely Information Always Better? The Effect of Feedback Frequency on Decision Making](#),” *Organizational Behavior and Human Decision Processes*, 108 (2), 315-329.
- Weiss, Allen M., Nicholas H. Lurie, and Deborah J. MacInnis (2008), “[Listening to Strangers: Whose Responses are Valuable, How Valuable Are They, and Why?](#)” *Journal of Marketing Research*, 45 (August), 425-436.
- Arora, Neeraj, Xavier Dreze, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, Z. John Zhang (2008), “[Putting One-to-One Marketing to Work: Personalization, Customization, and Choice](#),” *Marketing Letters*, 19 (December), 305-321. (Special issue based on 7th Triennial Invitational Choice Symposium [Wharton]; Top 10 download on SSRN.)
- Lurie, Nicholas H. and Charlotte H. Mason (2007), “[Visual Representation: Implications for Decision Making](#),” *Journal of Marketing*, 71 (January), 160-177.
- Aksoy, Lerzan, Paul N. Bloom, Nicholas H. Lurie, and Bruce Cooil (2006), “[Should Recommendation Agents Think Like People?](#),” lead article, best article award finalist, *Journal of Service Research*, 8 (May), 297-315.
- Robinson, Melissa Grills, Paul N. Bloom and Nicholas H. Lurie (2005), “[Combating Obesity in the Courts: Will Lawsuits Against McDonald’s Work?](#),” *Journal of Public Policy and Marketing*, 24 (Fall), 299-306. (Top 10 download on SSRN.)
- Lurie, Nicholas H. and Joydeep Srivastava (2005), “[Price-Matching Guarantees and Consumer Evaluations of Price Information](#),” *Journal of Consumer Psychology*, 15 (April), 149-158.
- Lurie, Nicholas H. (2004), “[Decision Making in Information-Rich Environments: The Role of Information Structure](#),” lead article, Ferber award winner, *Journal of Consumer Research*, 30 (March), 473-486.
- Srivastava, Joydeep and Nicholas H. Lurie (2004), “[Price-Matching Guarantees as Signals of Low Prices: Survey and Experimental Evidence](#),” *Journal of Retailing*, 80 (2), 117-128.
- Srivastava, Joydeep and Nicholas Lurie (2001), “[A Consumer Perspective on Price-Matching Policies: Effect on Price Perceptions and Search Behavior](#),” *Journal of Consumer Research*, 28 (September), 296-307.

RESEARCH REPORTS

- Bayus, Barry L, Nicholas H. Lurie, Steve Hoeffler, and Michael Verti (2015), “Crowdsourcing Innovative Ideas in B2B Firms,” *ISBM Research Report*, Penn State University.

Lurie, Nicholas H., Sam Ransbotham, and Hongju Liu (2014), “[The Characteristics and Perceived Value of Mobile Word of Mouth](#),” *Marketing Science Institute Report*, 14-109.

BOOK REVIEWS

Lurie, Nicholas H. (2006), “[New Resources for Behavioral Researchers and Students](#),” *Journal of Marketing Research*, 43 (May), 303-306.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Roy, Sandip Roy, Nicholas Lurie, Danielle Brick, and Selin Malkoc (2025), “Democrats Are Less Open to Relationships with Members of the Opposite Party,” in *NA – Advances in Consumer Research* Volume 53, eds. Selin Malkoc, Avni M. Shah, and Kathleen D. Vohs, Washington, D.C.: Association for Consumer Research, forthcoming.

Jiménez-Barreto, Jano, Nicholas Lurie, Natalia Rubio, and Sara Campo (2022), “Omnichannel Sense of Coherence in Consumer-Brand Relationships,” in *NA – Advances in Consumer Research* Volume 50, eds. Haipeng (Allan) Chen, Giana Eckhardt, and Rebecca Hamilton, Association for Consumer Research, Denver, CO: Association for Consumer Research, 232.

Lurie, Nicholas, Sam Ransbotham, and Hongju Liu (2017), “Creation and Consumption of Mobile Word-of-Mouth: How are Mobile Reviews Different?” *Multichannel Purchasing and the Creation of Client Value*,” Autonomous University of Madrid, Madrid, Spain, November 27.

Liu, Hongju, Nicholas Lurie, and Joseph Pancras (2016), “Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice,” *10th Triennial Choice Symposium*, Lake Louise, Canada, May 15-18.

Packard, Grant, Jonah Berger, and Lurie, Nicholas (2015), “Why Your Next Project Should Use Automated Textual Analysis,” in *NA - Advances in Consumer Research* Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 762.

Tohidinia, Zahra, Lurie, Nicholas (2015), “Write and Write Alike: How Personality Affects the Value of Word of Mouth,” in *NA - Advances in Consumer Research* Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, 157-162.

Weiner, David, Andrew Stephen, and Nicholas Lurie (2015), “140 Characters or Less: How Fluency Impacts User Engagement in Social Media,” *Society for Consumer Psychology Winter Conference*, Phoenix, AZ, February, 90-92.

Lurie, Nicholas, Sam Ransbotham, and Hongju Liu (2013), "The Content and Impact of Mobile vs. Desktop Reviews," in NA - *Advances in Consumer Research* Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research, 117.

Chen, Zoey and Nicholas Lurie (2012), "Low Batteries Make You Greedy: The Effect of Product States on Human Behavior," in NA - *Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 761-762.

Chen, Zoey and Nicholas Lurie (2012), "Temporal Contiguity and the Negativity Bias," *Behavioral Decision Research in Management*, Boulder, CO, June.

Chen, Zoey and Nicholas Lurie (2012), "Low Batteries Make You Greedy: The Effect of Product States on Human Behavior," *Behavioral Decision Research in Management*, Boulder, CO, June.

Lurie, Nicholas and Sam Ransbotham (2012), "Mobile Marketing: The Persuasive Impact of Real-Time Reviews," *Marketing on the Move: Understanding the Impact of Mobile on Consumer Behavior*, ed. Lijia (Karen) Xie, MSI Report 12-301, pp. 11-12.

Chen, Zoey and Nicholas Lurie (2011), "Upbeat and Helpful: Temporal Contiguity and the Negativity Bias," in NA - *Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, 19.

Lurie, Nicholas, Chih-Hung Peng, and Sandra Slaughter (2011), "Technology-Enabled Visual Cognition in Virtual Teams: The Use of Visual Representation Technologies to Reach Consensus in Exacting Environments" *Sixth Annual INGRoup Conference*, Minneapolis, MN, July, 39.

Huang, Peng, Nicholas H. Lurie, and Sriram Venkataraman (2011), "Sales Tax and Online Consumer Search Behavior," *Marketing Science Conference*, Houston, TX, June.

Chen, Zoey, Nicholas Lurie, and Jun Kim (2011), "Delay-based discount of WOM Communication," *2011 Winter Conference of the Society for Consumer Psychology*, Atlanta, GA, February.

Ransbotham, Sam, Gerald Kane, and Nicholas Lurie (2010), "Social Networks and the Value of Collaborative User-Generated Content," *University of Maryland Complexity Conference*, Washington D.C., November.

Ransbotham, Sam, Gerald Kane, and Nicholas Lurie (2010), "Social Networks and the Value of Collaborative User-Generated Content," *Association for Consumer Research*, Jacksonville, FL, October.

- Wen, Na and Nicholas Lurie (2010), "The Link between Usability, Preference Reversal, and Decision Making," *Association for Consumer Research*, Jacksonville, FL, October.
- Lurie, Nicholas, Sam Ransbotham, Zoey Chen, and Stephen He (2010), "Marketing on the Map," *12th Behavioral Decision Research in Management Conference*, Pittsburgh, June.
- Lurie, Nicholas, Chih-Hung Peng, and Sandra Slaughter (2010), "Exactingness and Technology Use in Virtual Teams," *12th Behavioral Decision Research in Management Conference*, Pittsburgh, June.
- Lurie, Nicholas, Sam Ransbotham, Zoey Chen, and Stephen He (2010), "Marketing on the Map," *2010 Winter Conference of the Society for Consumer Psychology*, St. Pete Beach, Florida, (February).
- Wen, Na and Lurie, Nicholas (2010), "The Link between Usability and Consumer Decision Making," *2010 Winter Conference of the Society for Consumer Psychology*, St. Pete Beach, Florida, (February).
- Che, Hai, Nicholas Lurie, and Allen Weiss (2009), "Helping Strangers: Motivations, Symbolic Incentives, and Contribution Behavior in Online Communities," *Wharton Interactive Media Initiative Conference on Consumer-Created Content*, Wharton School, Philadelphia, PA, December (Invited).
- Lurie, Nicholas and Sam Ransbotham (2009), "Marketing on the Map," *Google/WPP Group Marketing Research Conference*, New York, NY, November (Invited).
- Lurie, Nicholas H., Doe-Hyun Song, and Sridhar Narasimhan (2009), "Decisions on the Small Screen: Adaptive Behavior in Constrained Information Environments," in *NA - Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN : Association for Consumer Research, 459-460.
- Lurie, Nicholas, Chi-Hung Peng, and Sandra Slaughter (2009), "It's Not Easy Using IT to be Green: The Choice and Effectiveness of IT for Team-Based Smog Forecasts," *Academy of Management*, Chicago, August.
- Lurie, Nicholas, Hai Che, and Allen Weiss (2009), "Helping Strangers: Who Contributes to Online Communities, How Much do they Contribute, and Why," *Collaborative and Multidisciplinary Research Conference*, Yale School of Management, New Haven, May.
- Hoffman, Donna L., Robert Kozinets, Nicholas Lurie, Wendy Moe, Albert Muniz, Thomas Novak, Thomas O'Guinn, Hope Jensen Schau, Ann Schlosser, Allan Weiss, Tiffany White, Jill Avery, Kristine De Valck, Uptal (Paul) Dholakia, Markus Geisler, Andrew Gershoff, Ashlee Humphreys, Charla Mathwick, Constance Porter (2009), "[Navigating the Networked Rivers of the Social Web: Emerging Themes For Consumer Behavior Research On Web 2.X](#)," *Advances in Consumer Research*, vol. 37, Margaret C. Campbell and Jeff Inman and Rik Pieters, eds., Duluth, MN: Association for Consumer Research, 741-742.

- Wen, Na (Amy), Nicholas Lurie, and Tiger Song (2008), “Interactive Restructuring: Implications for Decision Processes and Outcomes,” *Association for Consumer Research*, San Francisco, October.
- Wen, Na (Amy), Nicholas Lurie, and Tiger Song (2008), “Adaptive Decision Making in Interactive Information Environments,” *11th Behavioral Decision Research in Management Conference*, San Diego, April.
- Peng Huang, Nicholas H. Lurie, and Sabyasachi Mitra (2007), “Searchable Experience Good? Consumer Online Behavior for Search and Experience Goods,” *6th Workshop on e-Business*, Montreal, December.
- Wen, Na (Amy), Nicholas Lurie, and Tiger Song (2007), “Interactive Restructuring in Online Environments,” *Association for Consumer Research Pre-Conference—Consumers Online: Ten Years Later*, Memphis, October.
- Lurie, Nicholas and Jayashankar M. Swaminathan (2006), “Is Timely Information Always Better? The Effect of Feedback Frequency on Performance and Knowledge Acquisition”, *10th Behavioral Decision Research in Management Conference*, Los Angeles, June.
- Lurie, Nicholas and Jayashankar M. Swaminathan (2006), “Is Timely Information Always Better? The Effect of Feedback Frequency on Performance and Knowledge Acquisition”, *1st Behavioral Research in Supply Chain and Operations Management*, Penn State University, June.
- Rinne, Luke F., Michael A. Ranney, and Nicholas H. Lurie (2006), “[Estimation as a Catalyst for Numeracy: Micro-Interventions that increase the Use of Numerical Information in Decision-Making](#),” *Proceedings of the Seventh International Conference of the Learning Sciences*, Sasha A. Barab, Kenneth E. Hay, and Daniel T. Hickey, eds., 571-577.
- Lurie, Nicholas and Jayashankar Swaminathan (2005), “[The Effect of Feedback and Decision Frequency on Performance](#),” *Proceedings of the 2005 Winter Conference of the Society for Consumer Psychology*, Anne M. Brumbaugh and Geraldine R. Henderson, eds., 21.
- Lurie, Nicholas and Jayashankar M. Swaminathan (2005), “Is Timely Information Always Better? The Effect of Feedback Frequency on Performance and Knowledge Acquisition”, *INFORMS Conference*, San Francisco, November.
- Rinne, Luke, Michael Ranney, and Nicholas Lurie (2005). “Improving Numeracy Without Improving Math Skills: Decision-Making Procedures that Foster the Use of Numerical Information,” Poster presented at the *Inaugural SCIPIE (Southwest Consortium for Innovations in Psychology in Education) Conference on Student Beliefs: Motivation, Cognition & Epistemology*, Las Vegas (November).
- Ranney, Michael, Munnich, Edward, Lurie, Nicholas, & Rinne, Luke (2005), “Talk is Often Cheap, But Self-Explanations Can Aid Learning: Discourse and Dialogue in Numerically

- Driven Inverencing,” Poster presented at the *Talk and Dialogue: How Discourse Patterns Support Learning conference*, Pittsburgh, PA (May).
- Lurie, Nicholas and Jayashankar Swaminathan (2005), “The Effect of Feedback and Decision Frequency on Performance,” *2005 Winter Conference of the Society for Consumer Psychology*, St. Pete Beach, Florida, (February).
- Lurie, Nicholas (2004), “[It Could Happen to Me: Risk Estimates and the Positivity/Negativity Bias](#),” Special Session Summary, *Advances in Consumer Research*, Barbara E. Kahn and Mary Frances Luce, eds., vol. 31, 426-429.
- Lurie, Nicholas (2004), “Consumer Decision Making in Information Rich Environments,” *Association for Consumer Research*, Portland, Oregon, (October).
- Bhatnagar, Namita, Nicholas Lurie and Valarie Zeithaml (2003), “[Reasoning About Online and Offline Service Experiences: The Role of Domain-Specificity in the Formation of Service Expectations](#),” *Advances in Consumer Research*, Punam Anand Keller and Dennis W. Rook, eds., vol. 30, 383-384.
- Lurie, Nicholas and Michael Ranney (2003), “Estimates, Preferences and Preference Change: Biasing, Debiasing, and Seeding Effects in Thinking About Base Rates,” *Society for Judgment and Decision Making*, Vancouver, BC, (November).
- Munnich, Edward L., Jennifer M. Garcia de Osuna, Janek M. Nelson, Laura T. Germine, Nicholas Lurie, Michael A. Ranney, “Why a Base Rate May Be Worth a Gazillion Words: EPIC Policy Development Experiments,” *Psychonomic Society*, Vancouver, BC, (November).
- Lurie, Nicholas and Michael Ranney (2003), “The Effect of Making Risk Estimates on Consumer Preferences,” *Association for Consumer Research*, Toronto, Ontario, (October).
- Lurie, Nicholas (2002), “[Category Information Transfer: Implications for Consumer Search](#),” *Advances in Consumer Research*, Punam Anand Keller and Dennis W. Rook, eds., vol. 30, 179.
- Lurie, Nicholas (2002), “[Decision Making in Information-Rich Environments: The Role of Information Structure](#),” *Advances in Consumer Research*, Susan M. Broniarczyk and Kent Nakamoto, eds., vol. 29, 91-92.
- Bhatnagar, Namita, Nicholas Lurie and Valarie Zeithaml (2002), “[Reasoning About Online and Offline Service Experiences: The Role of Domain Specificity](#),” in *Advances in Consumer Research*, Susan M. Broniarczyk and Kent Nakamoto, eds., vol. 29, 259-260.
- Lurie, Nicholas (2001), “Predicting Information Overload in Information-Rich Environments: The Role of Information Structure,” *Association for Consumer Research*, Austin, Texas, (October).

- Bhatnagar, Namita, Nicholas Lurie and Valarie Zeithaml (2001), "Reasoning About Online and Offline Service Experiences: The Role of Domain Specificity," *Association for Consumer Research*, Austin, Texas, (October).
- Lurie, Nicholas (2001), "Where Does the Knowledge Flow?: Perspectives on Knowledge Acquisition and Transfer," *Special Session, 2001 AMA Winter Marketing Educators' Conference*, Scottsdale, Arizona, (February).
- Akutsu, Satoshi and Nicholas Lurie (2001), "Is It Better to Wait and Watch? The Role of Feedback in Knowledge Acquisition," *2001 AMA Winter Marketing Educators' Conference*, Scottsdale, Arizona, (February).
- Bhatnagar, Namita, Nicholas Lurie and Valarie A. Zeithaml (2001), "Reasoning About On-and Offline Service Experiences: The Role of Domain Specificity in Consumers' Service Expectations," *Society for Consumer Psychology Conference*, Scottsdale, Arizona, (February).
- Lurie, Nicholas and Joydeep Srivastava (2001), "[Price-Matching Refunds and Consumer Price Perceptions: Effect on Store Price Image and Processing of Price Information](#)," *Advances in Consumer Research*, Mary Gilly and Joan Myers-Levy, eds., vol. 28, 324.
- Lurie, Nicholas and Joydeep Srivastava (2000), "[The Effect of Price Matching Refunds on Consumer Price Perceptions](#)," *Society for Consumer Psychology Conference Proceedings*, San Antonio, Texas, (February), 14-15.
- Lurie, Nicholas and Joydeep Srivastava (2000), "The Effect of Price Matching Refunds on Price Perceptions," *Association for Consumer Research*, Salt Lake City, Utah, (October).
- Akutsu, Satoshi and Nicholas Lurie (2000), "Is It Better to Wait and Watch? The Role of Feedback in Knowledge Creation," *7th Behavioral Decision Research in Management Conference*, Tucson, Arizona, (May).
- Lurie, Nicholas and Joydeep Srivastava (2000), "The Effect of Price Matching Refunds on Consumer Price Perceptions," *Society for Consumer Psychology Conference*, San Antonio, Texas, (February).
- Lurie, Nicholas (2000), "[Using Bits to Get Bites: Perspectives on Measuring Information in Electronic Environments](#)," Special Session Summary, *Advances in Consumer Research*, Stephen J. Hoch and Robert J. Meyer, eds., vol. 27, 287.
- Lurie, Nicholas (1999), "Categorically Superior?: Measuring Electronic Information Structures for Decision Making," *Association for Consumer Research*, Columbus, Ohio, (October).
- Lurie, Nicholas and Joydeep Srivastava (1998), "Effect of Price-Matching Refunds on Consumers' Initial Store Choice and Price Search Behavior," *Marketing Science Conference*, Fontainebleau, France, (July).

Lurie, Nicholas and Joydeep Srivastava (1998), “Price-Matching Refunds as Signals of Low Prices: Effect on Store Choice and Price Search Behavior,” *Proceedings of the 1998 Winter Conference of the Society for Consumer Psychology*, Margaret C. Campbell and Karen A. Machleit, eds., 103-105.

Babbes, George and Nicholas Lurie (1997), “Here's the Beef: Cognitive Evidence for Literary Theory,” Special Session Summary, *Advances in Consumer Research*, Merrie Brucks and Debborah MacInnis, eds., vol. 24, 218-219.

Lurie, Nicholas and Baohong Sun, (1997), “Retailer Power and Product Differentiation for Private Label Brands,” *Marketing Science Conference*, Berkeley, California, (March).

Babbes, George S., Nicholas Lurie, and Joydeep Srivastava (1996), “Metaphor and Cognition: Systematic Effects on Consumer Product Evaluation and Mental Representation,” *Association for Consumer Research*, Tucson, Arizona, (October).

INVITED PRESENTATIONS

“More Rational or More Emotional than Others? Lay Beliefs about Decision-Making Strategies”
University of Massachusetts at Lowell, November 2020
UConn Social Psychology Department, April 2020

“Creation and Consumption of Mobile Word-of Mouth: How are Mobile Reviews Different?”
Católica Lisbon School of Business & Economics, Lisbon, May 2018
Saïd Business School, University of Oxford, Oxford, May 2018
Università Ca' Foscari, Venice, March 2018
Carlos III University, Madrid, March 2018
IESE Business School, Barcelona, February 2018

“The Case for Compatibility: Product Attitudes and Purchase Intentions for Upper versus Lowercase Brand Names”
IE University, Madrid, November 2017

“What's in a Line? Visual Boundaries and Consumer Decision Making”
IE University, Madrid, February 2017
Universidad Autónoma de Madrid, February 2017
University of Connecticut Communications Department Brownbag, February 2017

“Research Lessons”
Temple University, *Mid-Atlantic Marketing Doctoral Symposium*, March 2015.

“Marketing Insights from Mobile Gaming”
Texas A&M University, *2015 Thought Leadership Conference*, January 2015.

- “Going Mobile: Characteristics and Perceived Value of Mobile Word of Mouth”
University of Connecticut ING Global Colloquium, *Social Media Insights: Implications for Digital Marketing & Analytics*, April 2014
- “Consumer Created Content”
Digital Media Symposium, Storrs, CT, April 2013.
- “Temporal Contiguity and the Negativity Bias”
University of Connecticut Social Psychology Brownbag, February 2013
- “Helping Strangers: Role Identity, Symbolic Incentives, and Contribution Behavior in Online Communities”
Emory University, October 2009
- “Interactive Restructuring: Implications for Decision Making”
Vanderbilt University, March 2009
University of Virginia, March 2009
Virginia Tech, March 2009
Portland State University, April 2009
- “Listening to Strangers: Fostering and Valuing Online Contributions”
New York University, September 2008
Boston University, December 2008
Dartmouth College, December 2008
MIT Media Lab, December 2008
Babson College, December 2008
- “Behavioral Issues in Mass Customization,” 7th Triennial Invitational Choice Symposium,
Wharton School, University of Pennsylvania, June 2007
- “Is Timely Information Always Better? The Effect of Feedback Frequency on Decision Making in the Newsvendor Problem”
University of Washington, April 2007
Georgia State University, April 2007
Duke University, April 2005.
- “Recent Research on Price-Matching Policies”
Vanderbilt University, February 2005
Georgia Institute of Technology, March 2005
University of South Carolina, April 2005

“Decision Making in Information Rich Environments: The Role of Information Structure”

Stanford University, May 2003

University of Minnesota, April 2003

University of British Columbia, April 2003

University of Washington, April 2003

Columbia University, March 2003

University of Maryland, March 2003

“Predicting Information Overload in Online Environments,” Center for Marketing and Technology Annual Conference, Berkeley, California, May 2000.

PRESS/TEXTBOOK MENTIONS

“Tech Code Names”

- *ABC News*, January 26, 2010, <http://abcnews.go.com/Technology/papa-bear-sholes-tech-code-names-explained/story?id=9662718>

“Marketing on the Map”

- *Business Week*, July 17, 2009, http://images.businessweek.com/ss/09/07/0717_georgiatech_school_tour/8.htm

“Is Timely Information Always Better? The Effect of Feedback Frequency on Decision Making”

- *Sloan Management Review*, Fall 2008, <http://sloanreview.mit.edu/smr/issue/2008/fall/05/>
- *CIO Magazine*, November 15, 2006, http://www.cio.com/archive/111506/fea_realtime.html
- *Manufacturing Business Technology*, February 2006, http://www.mbtmag.com/current_issues/2006/feb/views3.asp

“Should Recommendation Agents Think Like People?”

- Lovelock, Christopher and Jochen Wirtz (2007), *Services Marketing*, 6th ed., p. 169

“Price-Matching Guarantees and Consumer Evaluations of Price Information”

- Association for Consumer Research website (for marketers), <http://www.acrwebsite.org/topic.asp?artid=263>

“Price-Matching Guarantees as Signals of Low Prices”

- Kotler, Philip and Gary Armstrong (2006), *Principles of Marketing*, 11th ed., p. 341; 12th ed., p. 316.

TEACHING EXPERIENCE

University of Connecticut, Storrs, 2011-

- Ph.D. Seminar in Consumer Behavior
- Marketing Research for Undergraduates
- Marketing Strategy for Undergraduates
- Core Marketing for Undergraduates

Georgia Institute of Technology, Atlanta, 2005-2011

- Core Marketing for Undergraduates
- Customer Relationship Management, Management Development for Enhanced Performance Program, CPBIS
- MBA Management of Technology Program
- Marketing Strategies: Building Brands & Customer Solutions, Executive Program

University of North Carolina, Chapel Hill, 1999-2005

- Introduction to Marketing for Undergraduates
- Introduction to Marketing for Carolina Business Institute
- Introduction to Marketing for Weekend MBA program
- Marketing Issues for day MBA program
- Managing the Online Customer Experience for day MBA program
- Internet Marketing for day MBA program.
- Introduction to Research Methods for ITESM Ph.D. program
- Independent studies for Undergraduate program
- Introduction to Research in Marketing for Ph.D.'s

University of California, Berkeley, 1994-1999

- Introduction to Marketing for Undergraduates (summer 1997, spring 1998)
- Teaching assistant for Introduction to Marketing (1995, 1996)
- Teaching assistant for MBA New Product Development Course (1994)

DOCTORAL DISSERTATIONS

Roy, Sandip (2025 expected), "Political Identity and Consumer Choice," (Chair).

Sieow, Justin (2024 expected), "An Examination of Consumer Responses Toward Gendered-Marketing Practices," (Co-Chair with Christina Kan).

Wang, Qizhou (2021), "The Role of Contagion-Driven Disgust in Consumer Consumption of Recycled Products," (Chair).

Tohidinia, Zahra (2018), "Interpersonal Consumer Dilemmas: Egocentric and Prosocial Manifestations," (Chair).

Chen, Wei (2014), "The Effect of Regulatory Resource Depletion on Consumer Decision Making," (Committee Member).

Chen, Zoey (2013), "Essays on Online Word-of-Mouth," (Co-Chair with Sam Bond).

He, Stephen (2012), "Consumer Judgment and Forecasting using Online Word-of-Mouth," (Committee Member).

Wen, Na (2010), "Essays on Consumer Decision-Making in Interactive and Information Rich Environments," (Chair).

Kim, Annice Eu-Shin (2005), "Market and Sales Practices of Internet Cigarette Vendors and Smokers," UNC School of Public Health, (Committee Member).

Bhatnagar, Namita (2003), "Reasoning About Online and Offline Service Experiences: The Role of Domain Specificity," (Co-Chair with Valarie Zeithaml).

Aksoy, Lerzan (2001), "The Impact of Ordered Alternative Lists on Decision Quality in Online Shopping Environments: The Role of Perceived Similarity," (Committee Member).

UNDERGRADUATE THESES

Webb, Margaret (2015), "Engenuity: An App for New Product Idea Screening," Chair.

Halpin, Kimberly (2014), "Time is Money: Consumer Preference for the Retirement Distribution Decision," Chair.

Kash, Virginia Megan (2001), "Increasing the Effectiveness of Emotional Advertising on the Internet: An Experimental Study," High Honors, Chair.

TEACHING MATERIALS

Levine, Shelley and Nicholas Lurie (2001), "IBM: Branding the Server Line," Kenan-Flagler Case 15-5-01.

Friedman, David and Nicholas Lurie (2000), "The Challenge of Wireless Marketing in Europe: Hamealing PLC and Dialec Coffee," Kenan-Flagler Case 19-12-00.

Lurie, Nicholas (2000), "Virtual Customer Management Exercises A and B," Kenan-Flagler Case 30-10-00.

Lurie, Nicholas and Melissa Martin (2000), "Web Usability Analysis Exercise," Kenan-Flagler Case 03-11-00.

Lurie, Nicholas and Melissa Martin (2000), "Information Intensive Strategy Exercises A, B, C, D, and E," Kenan-Flagler Case 27-11-00.

Lurie, Nicholas (2000), "Collaborative Filtering Exercises A, B and C," Kenan-Flagler Case 29-11-00.

Lurie, Nicholas (2000), "Virtual Team Management Exercises A," Kenan-Flagler Case 08-12-00 based on Harvard Case 9-393-126, Prodigy Services Company (A).

SERVICE

UConn

- Marketing Department Undergraduate Policy Committee (Chair), 2018-present.
- Marketing Department PTR Committee (Chair), 2020-21.
- Marketing Department Head Reappointment Committee (Chair), December 2020.
- Marketing Department Undergraduate Program Director 2019-present.
- AACSB 2021 Accreditation Report Committee, 2020-present.
- Undergraduate Business Curriculum Task Force (Chair), 2014-2017.
- UConn Research Advisory Committee, 2013-2014.
- School of Business Badging Committee, 2022-2023.
- Undergraduate Programs Student Committee, member (2013-present; chair 2023-present).
- Dean's Advisory Council on Promotion Tenure and Reappointment, 2014-2016; 2021-2023.
- UConn Ad Hoc Advising Committee, Office of the Provost, 2014-2016.
- Marketing Honors Advisor, 2013-14, 2018-present.
- Marketing Ph.D. committee, 2011-2016.
- Database committee, 2011-2012, chair 2012-2014.
- MKTG 3101 course coordinator, 2011-2017.
- Undergraduate curriculum committee, 2013-2014, 2018-present.
- Created and obtained IRB approval for marketing subject pool.
- Worked with Dean John Elliott to create behavioral research lab at business school.
- Worked with Associate Dean Sulin Ba to establish school-wide research seminar.
- Worked with Department Head Robin Coulter to establish undergraduate digital marketing major in Stamford and minor and concentration in digital marketing in Storrs.

Georgia Tech

- Ph.D. committee, 2007-2011.
- Marketing Ph.D. coordinator, 2007-2011.
- Provost's taskforce for excellence in defining and supporting interdisciplinarity, 2007-2008.
- Provost committee on Georgia Tech Year of Engagement, 2008.
- Provost's library advisory board, 2007-2011.
- Dean's taskforce on Ph.D. program, 2007-2008.
- Undergraduate committee, 2006-2008.
- Costley Chair search committee, 2006-2007.
- Cecil B. Day Chair in Business Ethics search committee, 2007.

Marketing Field

- Area Editor, *Journal of Marketing Research (JMR)*, 2024-present.
- Area Editor, *International Journal of Research in Marketing (IJRM)*, 2019-2021.
- Editorial Board Member, *Journal of Consumer Research*, 2025-present.
- Editorial Board Member, *Journal of Marketing Research*, 2023-2024.
- Editorial Board Member, *Journal of Retailing*, 2017-2026.
- Editorial Board Member, *Journal of Interactive Marketing*, 2018-2022.
- Chair, Association for Consumer Research Simonson Mentor Award 2025.
- Association for Consumer Research Program Committee 2010; Special Session Committee 2012.
- Ad-hoc reviewer for *Journal of Consumer Research*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Marketing*, *Management Science*, *Organizational Behavior and Human Decision Processes*, *Journal of Consumer Psychology*, *Journal of Personality and Social Psychology*, *Journal of Retailing*, *Marketing Letters*, *International Journal of Research in Marketing*, *Journal of Production and Operations Management*, *Manufacturing and Services Organization Management*, *Journal of Interactive Marketing*, *Journal of Economic Psychology*, *Journal of Information Systems*, *Journal of Neuroscience Psychology and Economics*, *Psychology and Marketing*, Israeli Science Foundation, National Science Foundation (NSF), Social Sciences and Humanities Research Council of Canada (SSHRC), Swiss National Science Foundation, *ACM CHI Conference on Human Factors in Computing Systems*, *Association for Consumer Research Annual Conference*, *American Marketing Association Annual Conference*, *Howard Dissertation Competition*, *Society for Consumer Psychology Annual Conference*.
- Scribe, with Lisa Klein, "Research Frontiers in Interactive Marketing," September 1997, MSI Conference Summary Report, #97-129.
- Editor, with Gary Schneider, 1997 Marketing Science Conference Proceedings.