

## JENNIFER SAVARY

Terry J. and Tina Lundgren Endowed Chair for Marketing and Retail  
Associate Professor of Marketing  
Eller College of Management, University of Arizona

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| <b>ACADEMIC<br/>EMPLOYMENT</b> | 2021 – present | Associate Professor of Marketing (with tenure)<br>Associate Professor, Cognitive Science – GIDP |
|                                | 2022 – present | Co-director of the Lundgren Retail Collaborative  |
|                                | 2015 – 2021    | Assistant Professor of Marketing<br>University of Arizona, Tucson, AZ                           |

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| <b>EDUCATION</b> | Ph.D., Marketing, Yale University, 2015<br>M.A. & M.Phil., Marketing, Yale University<br>M.B.A., University of Southern California (Beta Gamma Sigma)<br>B.A., Cornell University (Phi Beta Kappa, Summa Cum Laude) |
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### PUBLICATIONS

Liang Huang and Jennifer Savary, “When Payments Go Social: Use of Person-to-Person Payment Methods Attenuates the Endowment Effect,” *Journal of Marketing Research*, 2022.

Taly Reich, Jennifer Savary and Daniella Kupor, “Evolving Choice Sets: The Effect of Dynamic (vs. Static) Choice Sets on Preferences” *Organizational Behavior and Human Decision Processes*, 2021, 164, 147-157.

Jennifer Savary, Charis Li and George Newman, “Exalted Purchases or Tainted Donations? Self-signaling and the Evaluation of Charitable Incentives,” *Journal of Consumer Psychology*, 2020, 30(4), 671-679.

Jennifer Savary and Kelly Goldsmith, “Unobserved Altruism: How Self-signaling Motivations and Social Benefits Shape Willingness to Donate” *Journal of Experimental Psychology: Applied*, 2020, 26(3), 538–550.

Jennifer Savary and Ravi Dhar, “The Uncertain Self: How Self-Concept Structure Affects Subscription Choice,” *Journal of Consumer Research*, 2020, 46(5), 887-903.

Elizabeth Friedman, Jennifer Savary and Ravi Dhar, “Apples, Oranges and Erasers: The Effect of Considering Similar versus Dissimilar Alternatives on Purchase Decisions,” *Journal of Consumer Research*, 2018, 45(4), 725-742.

Jennifer Savary, Kelly Goldsmith, and Ravi Dhar, “Giving Against the Odds: When Highlighting Tempting Alternatives Increases Willingness to Donate,” *Journal of Marketing Research*, 2015, 52(1), 27-38.

Jennifer Savary, Tali Kleiman, Ran Hassin and Ravi Dhar, “Positive Consequences of Conflict on Decision Making: When a Conflict Mindset Facilitates Choice,” *Journal of Experimental Psychology: General*, 2015, 144(1), Lead Article.

Jennifer Savary, “Advocacy marketing: Toyota’s Secrets for Partnering with Trendsetters to Create Passionate Brand Advocates,” *Journal of Sponsorship*, 2008, 1(3).

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## SELECT RESEARCH IN PROGRESS

1. HOPE Shirts and MAGA Hats: When and Why Consumers Choose Conspicuous Campaign Contributions (with A. P. Ghosh, G. Schneider, T. Matherly). Invited revision, *Journal of Consumer Research*
2. When Ignorance is No Longer Bliss: Seeking Threatening Information About Self-Relevant Brands (with J. Nielsen and K. Lane), under review, *Journal of Consumer Psychology*
3. If at First You Don't Succeed: Framing of a Prior Goal Failure Affects Goal Recommitment (with M. Farmer). Reject and Resubmit, *Journal of Marketing Research*
4. Masking Wearing and Social Connection: Why Are We Least Likely to Protect those We Care about the Most? (with A. P. Ghosh)
5. Field study investigating how public health message framing affects mask-wearing (with K. Lane, A. P. Ghosh, L. Brandimarte, J. Stone and R. Valerdi)
6. Purchase Quantity Decisions and Default Effects in Assortments (with R. Dhar and L. Friedman).
7. The Slippery Slope of Self-Uncertainty: Self-Concept Clarity and Unethical Behavior (with L. Ordóñez).

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## SELECT HONORS, AWARDS & GRANTS

- JCP “Top Cited Article 2020-2021” for “Exalted Purchases or Tainted Donations”
- Faculty Appointment to the Cognitive Science GIDP, University of Arizona, 2021
- MSI Young Scholar, 2021
- Faculty Thesis Advisor of the Year, Eller College, University of Arizona, 2021
- Department of Marketing Research Excellence Award, 2020-2021
- Accelerator Fellowship, University of Arizona, 2021-2022
- Outstanding Marketing Faculty Member, Eller College, University of Arizona, 2020
- Research, Innovation & Impact Re-Opening Grant (\$35,000, Co-PI): Field Experiments of Interventions to Increase Use of Face Coverings on UA Campus.
- Eller College Small Research Grants, \$10,975, 2015-2020
- Center for Management Innovations in Healthcare Grant, \$12,550, 2018, 2019, 2021
- Marketing Department Research Grant, \$2,000, 2017
- Center for Leadership Ethics Grant, \$1,000, 2016
- Sobotka Research Grant, Yale Center for Business and the Environment, \$15,000
- Whitebox & Yale Center for Customer Insights Fellow, Yale University, \$7,000
- AMA-Sheth Doctoral Consortium Fellow, 2013
- Arison Doctoral Dissertation Competition, Runner-up, 2012, \$3,000
- Beta Gamma Sigma, Marshall MBA Full Fellowship, University of Southern California
- Summa Cum Laude, Phi Beta Kappa & College Scholar, Cornell University
- Senior Class President, Convocation Speaker & Cornell Tradition Fellow, Cornell
- Rhodes Scholar Finalist, California

## PEER REVIEWED CONFERENCE PRESENTATIONS AND SESSIONS

- “A Field Study Investigating the Effect of Message Framing on Mask-Wearing Behavior” (with A. P. Ghosh, K. Lane\*, et. al.). SCP, Virtual, 2022
- “Evolving Choice Sets” (with T. Reich and D. Kupor). ACR, Virtual. 2021
- “A Field Study Investigating the Effect of Message Framing on Mask-Wearing Behavior” (with A. P. Ghosh, K. Lane\*, et. al.). ACR, Virtual. 2021
- “Political ‘Consumption’: Motivations, Decision-Making and Implications” Knowledge Forum, *Co-Organizer* and Moderator, ACR, Virtual. 2020
- “If at First You Don’t Succeed” (with M. Farmer). SCP, Huntington Beach, CA. 2020
- “When Payments Go Social” (with L. Huang\*). SCP, Huntington Beach, CA. 2020
- “The Power of Brands in Dealing with Self-Threat” (with K. Lane,\* J. Nielsen) The Future of Brands Conference, Columbia Business School, New York City, NY. 2019
- “Beyond Identity Salience” Knowledge Forum, *Co-Organizer* and Moderator, ACR, Atlanta, GA. 2019
- “MAGA” Hats and “HOPE” Shirts: Small Donor Purchase Activism (with A. P. Ghosh, G. Schneider\*, T. Matherly). ACR, Atlanta, GA. 2019
- “Giving to Political Candidates: The Role of Underdog Positioning”. (with A. P. Ghosh, G. Schneider\*, T. Matherly). SCP, Savannah, GA. 2019
- “Unobserved Altruism” (with K. Goldsmith). ACR, Dallas, TX. 2018. *Symposium Co-Chair*
- “Exalted Purchases or Tainted Donations?” (with G. Newman, C. Li). SCP, Sydney, Australia. 2018
- “When Payments Go Social” (with L. Huang\*). ACR, Dallas, TX, 2018
- “Exalted Purchases or Tainted Donations?” (with G. Newman, C. Li). ACR, San Diego, CA. 2017
- “When Ignorance is No Longer Bliss: Seeking Threatening Information About Self-Relevant Brands”. (with K. Lane,\* J. Nielsen). ACR, San Diego, CA. 2017
- “Purchase Quantity Decisions and Default Effects in Assortments,” (with E. Friedman,\* R. Dhar). ACR, San Diego, CA, 2017
- “Purchase Quantity Decisions and Default Effects in Assortments,” (with E. Friedman,\* R. Dhar). ACR, San Diego, CA, 2017
- “The Role of Similarity When Considering Alternatives in Purchase Decisions” (with E. Friedman, R. Dhar). BDRM, Toronto, ON. 2016
- “The Role of Similarity When Considering Alternatives in Purchase Decisions” (with E. Friedman,\* R. Dhar). SCP, St. Pete’s Beach, FL, 2016
- “The Role of Similarity When Considering Alternatives in Purchase Decisions” (with E. Friedman,\* R. Dhar). ACR, New Orleans, LA, 2015
- “Positive Consequences of Conflict on Decision Making” (with T. Kleiman, R. Hassin, R. Dhar). ACR. Chicago, IL. 2013. *Symposium Chair*
- “Positive Consequences of Conflict on Decision Making” (with T. Kleiman, R. Hassin, R. Dhar). SCP. San Antonio, TX. 2013. *Symposium Chair*
- “Positive Consequences of Conflict on Decision Making” (with T. Kleiman, R. Hassin, R. Dhar). Society for Judgment and Decision Making. Minneapolis, MN. 2012
- “When Shopping Carts Come Pre-Loaded: Default Effects in Choice from an Assortment” (with R. Dhar, S. Hoch). ACR. St. Louis, MO. 2011. *Symposium Chair*
- “Giving Against the Odds:” (with K. Goldsmith and R. Dhar). ACR. Jacksonville FL. 2010

\* Denotes student mentee presented the paper

## INVITED TALKS

- Cognitive Science Colloquia, University of Arizona, Tucson, AZ. 2021
- Washington University, St. Louis, St. Louis, MO. 2019
- University of Virginia, McIntire, Charlottesville, VA. 2019
- Eller Faculty Research Symposium Invited Presenter, Fall 2019, Spring 2018
- University of Washington, Seattle, WA. 2016
- Arizona State University, Phoenix, AZ. 2016
- University of Virginia, Darden, Charlottesville, VA. 2014
- Arizona State University, Phoenix, AZ. 2014
- University of Arizona, Tucson, AZ. 2014
- San Diego State University, San Diego, CA. 2014
- University of Utah, Salt Lake City, UT. 2014
- University of Toronto, Toronto, ON. 2014
- California State University, Northridge, Northridge, CA. 2014
- University of Oregon, Eugene, OR. 2014
- Harvard Business School, Boston, MA. 2012
- Experiential Marketing Summit, Chicago, IL. 2007

## INVITED PARTICIPATION-CONFERENCES, PANELS AND FORUMS

- Invited Participant, Alt-ACR, Atlanta GA, 2022
- Thought Leader and Moderator, Millennium Alliance Virtual Assembly, 2021
- “Goals and Resources Knowledge” Forum, Invited Moderator, ACR, Atlanta, GA. 2019
- Invited Participant, 4<sup>th</sup> Annual IDEAS Conference, Atlanta, GA, 2018
- Invited Participant, Women in Marketing Conference, Boston, MA, 2018
- Invited Session Chair, ACR, San Diego, CA, 2017
- Invited Participant, JACR Invitational Conference on Goals & Motivation, Miami, FL, 2017
- Invited Participant, 9th Annual Invitational Choice Symposium
- Invited Participant, Behavioral Science Workshop at Harvard Kennedy School

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## SERVICE

### *Field*

- Editorial Review Board, *Journal of Marketing Research*, 2021-
- Editorial Review Board, *Journal of Consumer Research*, 2021- ; 2019-2020.
- Ad-hoc Reviewer: *Journal of Marketing*, *Journal of Consumer Psychology*, *OBHDP*, *JAMS*, *Management Science*, *Journal of Experimental Psychology: Applied*, *Journal of the Association of Consumer Research*, *Marketing Letters*
- Conference Program Committees; ACR (2019-), SCP (2021-); SCP Boutique (2021). ACR Doctoral Symposium Faculty Expert (2021); Conference Reviewer; BDRM, ACR, SCP

### *University/College/Department*

- Promotion and Tenure Department Committee, 2022
  - Rising Stars in Marketing Faculty Coordinator 2020 - 2021
  - Human Subject Committee Chair & IRB Chair, 2021 –
  - Affiliated faculty, University of Arizona GIDP in Cognitive Science, 2021-
  - Behavioral Lab & Subject Pool Coordinator, Research Committee, 2015-
  - Faculty Annual Evaluation Committee 2021
  - Adapting to the New Normal Working Group, University of Arizona COVID-19 Re-Entry Task Force, 2020
  - Payne, UofA-ASU Symposium Coordinator, 2017/18, 2020
  - Weiland Speaker Series Coordinator, 2017-2019
  - Masters of Analytics, Marketing Department Committee, 2017
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|                                  | <ul style="list-style-type: none"> <li>• Whitebox Conference, Co-Chair and Organizer, Yale University, 2011</li> </ul>  |
| <b>ADVISING</b>                  | <ul style="list-style-type: none"> <li>• Dissertation Committee: UArizona: Clark Cao, Kristen Lane, Matt Farmer, Liang Huang, Pureum Kim. External: Tanya Singh</li> <li>• Undergraduates Honors Theses/Contracts: Marlo McElroy, “Best Overall Thesis” in Eller Honors Thesis Showcase (2021); Natalie Hensel (2020), Tess Nakonechny, (2019); Hayley Schwartz (contract, 2015)</li> </ul>   |
| <b>TEACHING</b>                  | <ul style="list-style-type: none"> <li>• Eller Executive Education, Government Leadership Excellence, 2021, 2022</li> <li>• Eller Executive Education, High Impact Leadership, 2021, 2022</li> <li>• Eller Executive Education, GrupoBal, Unconscious Bias Training, 2022</li> <li>• Innovation &amp; New Product Design (559), Graduate, 2021 -</li> <li>• Marketing Research (440), Undergraduate, 2015- 2022</li> <li>• Experimental Design &amp; Methods, Doctoral Seminar, 2017, 2020, 2021</li> <li>• Behavioral Decision Theory, Doctoral Seminar, 2016</li> <li>• Guest Speaker Decision Making Doctoral Seminars, 2018, 2015</li> <li>• Proseminar Speaker, Department of Marketing, 2020; 2021</li> </ul> |
| <b>PROFESSIONAL AFFILIATIONS</b> | <ul style="list-style-type: none"> <li>• Association for Consumer Research</li> <li>• Society for Consumer Psychology</li> <li>• Society for Judgment and Decision Making</li> </ul>  |
| <b>INDUSTRY EXPERIENCE</b>       | <ul style="list-style-type: none"> <li>• Toyota Motor Sales, Marketing Manager, 2003-2007</li> <li>• Savary Associates Consulting, Owner &amp; Principal, 2000-current</li> <li>• PricewaterhouseCoopers, Consultant, 1997-2000</li> <li>• The White House, Office of the Staff Secretary, 1997</li> <li>• United States Congress, House Rules Committee. 1996</li> <li>• Brookings Institution, 1995</li> </ul>  |
| <b>SELECT CONSULTING CLIENTS</b> | <ul style="list-style-type: none"> <li>• GrupoBal</li> <li>• Toyota Motor Sales</li> <li>• JC Penney</li> <li>• Bell South</li> <li>• Marriott International</li> <li>• Bringit!</li> <li>• Think Coffee</li> <li>• Inspirecorps</li> </ul>   |
| <b>SELECT MEDIA COVERAGE</b>     | <ul style="list-style-type: none"> <li>• JMR 2015: MSI’s What Should Marketers Read? Our Academic Trustees’ Choices from 2015, NPO.IO’s 25 Best Academic Articles about Nonprofit Marketing, The Chronicle of Philanthropy</li> <li>• JCR 2018: “Idea Watch” feature in <i>Harvard Business Review</i></li> <li>• JCR 2020: “Why I Can’t Stop Wasting Money on Subscriptions I Never Use,” Money.com, “Consumer Talk with Michael Finney,” KGO Radio San Francisco. Canvas8.com. “Why you find it hard to cancel that subscription,” CNBC.com</li> </ul>  |

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Updated 10/2022