

CURRICULUM VITAE
December 2018

SAMUEL D. BOND
ASSOCIATE PROFESSOR
SCHELLER COLLEGE OF BUSINESS
GEORGIA INSTITUTE OF TECHNOLOGY

I. EARNED DEGREES

PhD, Business Administration (2007)
Fuqua School of Business, Duke University, Durham, NC
Dissertation: *How Should I Think About It? Perceived Suitability in the Resolution of Simultaneous Conflicting Preferences*
Chairs: James Bettman, Mary Frances Luce

B.A., Mathematics (1998)
B.A., Business Administration and Economics (1998)
Rhodes College, Memphis, TN

II. EMPLOYMENT HISTORY

Associate Professor, Scheller College of Business, Georgia Institute of Technology (2014-present)

Assistant Professor, Scheller College of Business, Georgia Institute of Technology (2007-2014)

Research Assistant, University of North Carolina, Chapel Hill (2000-2001)

Mortgage Processing, New South Federal Savings Bank, Birmingham, AL. (1998)

Research Analyst, Smith and Nephew Orthopedics, Memphis, TN (1997-1998)

III. SCHOLARLY ACCOMPLISHMENTS

A. PUBLISHED BOOKS AND PARTS OF BOOKS

Bajaj, Aditi, and Bond, Samuel D. "Beyond Beauty: Design Symmetry and Brand Personality," in R. Batra, D. Brei, and C. Seifert (eds.), *The Psychology of Design: Creating Consumer Desire*, 2015, Armonk, NY: M. E. Sharpe.

Bond, Samuel D., Bettman, James R., and Luce, Mary F. "Consumer Judgment from a Dual-systems perspective: Recent Evidence and Emerging Issues." In N. K. Malhotra (ed.), *Review of Marketing Research*, Vol. 5, 2008, Armonk, NY: M. E. Sharpe.

B. REFEREED PUBLICATIONS

B.1 Published and Accepted Journal Articles

Bond, Samuel D., He, Stephen, and Wen, Wen. "Word-of-Mouth Dynamics in Free Product Settings," *Journal of Marketing Research* (in press).

Hair, Michael, and Bond, Samuel D. "Attribute Dismissal and Valence Effects in Preferential Decision Processing," *Journal of Behavioral Decision Making*, 2018, 31(1), 164-178.

Bajaj, Aditi, and Bond, Samuel D. "Beyond Beauty: Design Symmetry and Brand Personality," *Journal of Consumer Psychology*, 2018, 28(1), 77-98.

Yin, Dezhi, Bond, Samuel D., and Zhang, Han. "Keep Your Cool or Let It Out: Nonlinear Effects of Expressed Arousal on Perceptions of Consumer Reviews," *Journal of Marketing Research*, 2017, 54(3), 447-463.

He, Stephen, and Bond, Samuel D. "Why is the Crowd Divided? Attribution for Dispersion in Online Word-of-Mouth," *Journal of Consumer Research*, 2015, 41(6), 1509-1527.

(article also selected for *JCR Research Curations*: "The Impact of Informal Groups")

Yin, Dezhi, Bond, Samuel D., and Zhang, Han. "Anxious or Angry? Effects of Discrete Emotions on the Perceived Helpfulness of Online Reviews," *MIS Quarterly*, 2014, 38(2), 539-560.

He, Stephen, and Bond, Samuel D. "Word-of-Mouth and the Forecasting of Consumption enjoyment," *Journal of Consumer Psychology*, 2013, 23(4), 464-482.

Bond, Samuel D., Carlson, Kurt A., and Keeney, Ralph L. "Improving the Generation of Decision Objectives," *Decision Analysis*, 2010, 7(3), 238-255.

Bond, Samuel D., Carlson, Kurt A., and Keeney, Ralph L. "Generating Objectives: Can Decision Makers Articulate What They Want?" *Management Science*, 2008, 54(1), 56-70.

Bond, Samuel D., Carlson, Kurt A., Meloy, Margaret G., Tanner, Robin J., and Russo, J. Edward. "Information Distortion in the Evaluation of a Single Option," *Organizational Behavior and Human Decision Processes*, 2007, 102(2), 240-254.

Carlson, Kurt C., and Bond, Samuel D. "Improving Preference Assessment: Limiting the

Effects of Context Through Pre-exposure to Attribute Levels,” *Management Science*, 2006, 52(3), 410-421.

B.2 Conference Presentation with Proceedings (Refereed)

Yin, Dezhi, Bond, Samuel D., and Zhang, Han. “Dreading and Ranting: The Distinct Effects of Emotions in Online Seller Reviews,” International Conference on Information Systems 2011, Shanghai, China, December 2011.

Yin, Dezhi, Bond, Samuel D., and Zhang, Han. “Are Bad Reviews Stronger than Good? Asymmetric Negativity Bias in the Formation of Online Consumer Trust,” International Conference on Information Systems 2010, St. Louis, MO, December 2010.

B.3 Work in Progress

Yin, Dezhi, Bond, Samuel D., and Zhang, Han. “Expressed Anger in Online Reviews: Unhelpful but Persuasive?” revision requested, *MIS Quarterly*.

Bond, Samuel D., Subramanian, Ravi, and Subramanyam, Ramanath. “Customer Satisfaction with New and Remanufactured Products: An Expectations-Disconfirmation Approach,” Working paper.

Abrams, Deborah, and Bond, Samuel D. “The Joy of Receipt: Affective and Behavioral Effects of Payment Medium,” Working paper.

Hair, Michael, and Bond, Samuel D. “Giving Ourselves a Boost: Self-Elicitation of Objectives Benefits Consumer Decisions,” Working paper.

Bond, Samuel D., Hair, Michael, and Kimberly Hyun. “Recommendation Agents and Consumer Reactance.”

Yin, Dezhi, Bond, Samuel D., and Zhang, Han. “Perceptions of Truthfulness in Online Communications.”

Bond, Samuel D., and Moore, Christina M. “More than a Name: Effects of Disease Labels on Information Processing and Risk Perception.”

Bond, Samuel D., Yin, Dezhi, and Zhang, Han. “Revisiting Negativity Bias in Consumer Word-of-Mouth.”

C. PRESENTATIONS

INFORMS Conference on Information Systems and Technology (CIST), Houston, TX, October 2017. “Are Helpful Reviews Persuasive? Effects of Anger in Online Word-of-Mouth.” (runner-up award, *Best Conference Paper*)

Invited talk, Eccles School of Business, University of Utah, Salt Lake City, UT, May 2017. "How Should I Say This? The Perceived Helpfulness of Consumer Word-of-Mouth."

Society for Consumer Psychology, Annual Conference, San Francisco, CA, February 2017. "Word-of-Mouth in Free Product Settings."

Association for Consumer Research, 2015 North American Conference, New Orleans, LA, October 2015. "Does Sharing Lead to Sharing? Evidence from Free Product Settings."

2014 REER and Economics of Knowledge Contribution and Distribution Conference, Atlanta, GA, November 2014. "The Role of Motivation in User-Generated Reviews."

Association for Consumer Research, 2014 North American Conference, Baltimore, MD, October 2014. "Effects of Design Symmetry on Perceptions of Brand Personality."

Psychology of Design Conference, Ann Arbor, Michigan, May 2014. "Effects of Design Symmetry on Consumer Perceptions of Brand Personality."

Society for Consumer Psychology, Annual Conference, Miami, FL, March 2013. "Remember the Bad? Goal Relevance, Valence, and the Encoding of Information in Consumer Decisions."

Association for Consumer Research, 2013 North American Conference, Chicago, IL, October 2013. "Understanding through the Eyes of Others: Inferences Regarding Chosen and Forgone Products."

Association for Consumer Research, 2012 North American Conference, Vancouver, BC, October 2012. "When the Crowd is Divided: Perceptions of Dispersion in Online WOM."

Association for Consumer Research, 2012 North American Conference, Vancouver, BC, October 2012. "Knowing What I Want: Alignability, Attentional Focus, and the Identification of Consumption Goals"

Society for Consumer Psychology, Annual Conference, Las Vegas, NV, February 2012. "The Use of Logo Design to Convey Brand Personality."

Faculty Seminar Series, College of Management, Georgia Institute of Technology, Atlanta, GA, December 2011. "Online Word of Mouth and the (Mis)Communication of Preferences."

Association for Consumer Research, 2011 North American Conference, St. Louis, MO, October 2011. "Word-of-Mouth vs. Number-of-Mouth and the (Mis)Communication of Preferences."

Society for Consumer Psychology, Annual Conference, Atlanta, GA, February 2011. "The

Speaker's Dilemma: Word-of-Mouth and the Communication of Preference."

Society for Consumer Psychology, Annual Conference, Atlanta, GA, February 2011.
"Ratings and Reviews: The Use of Others' Opinions in Forecasting Enjoyment."

Association for Consumer Research, 2010 North American Conference, Jacksonville, FL,
October 2010. "Effects of the Consumer Review Process on Attitude Formation and
Communication."

Association for Consumer Research, 2010 North American Conference, Jacksonville, FL,
October 2010. "Are Bad Reviews Stronger than Good? Asymmetric Negativity Biases in the
Formation of Online Consumer Trust."

American Psychological Society Annual Meeting, San Francisco, CA, May 2010. "What's
in a Name? Disease Labeling Affects Response to Health Communications."

Society for Consumer Psychology, Annual Conference, Tampa, FL, February 2010.
"Effects of the Consumer Review Process on Attitude Communication and Persistence."

Association for Consumer Research, 2009 North American Conference, Pittsburgh, PA,
October 2009. "Conveying an Impression: Effects of the Consumer Review Process on
Attitude Communication and Persistence."

Association for Consumer Research, 2008 North American Conference, San Francisco, CA,
October 2008. "The Impact of Review Writing on Attitude Formation."

First Annual Georgia Research Symposium, Atlanta, GA, June 2008. "Generating decision
objectives: Why can't we say what we want?"

Society for Consumer Psychology, Annual Conference, Las Vegas, NV, February 2007.
"Perceived suitability and the resolution of simultaneous conflicting preferences."

Society for Judgment and Decision Making, Annual Meeting, Houston, TX, November
2006. "What matters to me, anyway? Inadequacy in the generation of decision objectives;"
"Feeling vs. knowing: A dual-systems approach to risky choice."

Association for Consumer Research, 2005 North American Conference, San Antonio, TX,
October 2005. "Precommitment bias in the evaluation of a single option: The Role of
evaluative disposition."

35th Annual Haring Symposium, Bloomington, IN, April 2005. "Precommitment bias in the
evaluation of a single option."

Society for Judgment and Decision Making, Annual Meeting, Minneapolis, MN, November
2004. "Improving preference assessment through pre-exposure to attribute levels."

Association for Consumer Research, 2004 North American Conference, Portland, OR, October 2004. “Improving preference assessment through pre-exposure to attribute levels.”

Society for Judgment and Decision Making, Annual Meeting, Vancouver, BC, November 2003. “Predecisional distortion in the evaluation of risky choices.”

IV. TEACHING

A. INDIVIDUAL STUDENT GUIDANCE

Ph.D. Thesis Committees:

Iman Paul (co-chair, dissertation proposal completed)
Dissertation Topic: “Essays on Consumer Identity”

Aditi Bajaj (chair, dissertation defended summer 2016)
Current Position: Senior Director of Marketing Science, Greenberg Strategy.
Dissertation Topic: “The Influence of Design on Consumer Behavior”

Michael Hair (chair, dissertation defended summer 2015)
Current Position: Assistant Professor, Southern Illinois University, Edwardsville
Dissertation Topic: Consumption Goals and Consumer Information Processing

Zoey Chen (co-chair, dissertation defended summer 2014)
Current Position: Assistant Professor, University of Miami School of Business
Dissertation Topic: Word-of-Mouth in Modern Consumer Environments

Stephen He (chair, dissertation defended summer 2012)
Current Position: Assistant Professor, University of West Virginia
Dissertation Topic: “Consumer Judgment and Forecasting Using Online WOM”

Dezhi Yin (co-chair, dissertation defended summer 2012)
Current Position: Assistant Professor, Muma College of Business, U South Florida
Dissertation Topic: “The Good, the Bad, and the Content: Beyond Negativity Bias in Online Word-of-Mouth”

Daniel Sheehan (dissertation defended summer 2015)
Dissertation Topic: Consequences of Real-time Feedback in Retail Decision Making

Amy Wen (dissertation defended summer 2010)
Topic: “Essays on Consumer Decision Making in Interactive Environments”

Ash Patil (dissertation defended summer 2009)
Dissertation Topic: “Essays in Price Acceptance and Regulatory Focus”

Ph.D. Advising:

Iman Paul

4th year student (Judgment and decision making, consumer identity)

Deborah Abrams

3rd year student (Social consumer behavior, pain-of-payment)

Elizabeth Han

2nd year student, ITM (Sustainability and social media)

Kimberly Hyun

1st year student (High-tech product interactions, anthropomorphism)

B. TEACHING ACTIVITIES

Undergraduate and Graduate Programs:

MGT 6300 Marketing Management (MBA)

MGT 6302 Consumer Behavior (MBA)

MGT 4331 Consumer Behavior (undergraduate)

Custom Executive Education Programs:

Clorox Supply Chain Strategy and Leadership Forum (2016-2018)

Clorox Global Operations Leadership Forum (2015 - 2018)

Bank of America Technology Development Program (2015)

GE Market Strategy Forum (2015)

V. SERVICE

A. PROFESSIONAL SERVICE

Ad-hoc Reviewer: *Management Science, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing Research, Decision Analysis, Management and Information Science Quarterly, Journal of Decision Making, Journal of Economic Organization and Behavior, European Journal of Marketing*

Conference Reviewer: Association for Consumer Research, Society for Consumer

Psychology, American Marketing Association

Program Committee, Society for Consumer Psychology Annual Conference 2010.

B. INSTITUTIONAL SERVICE

Area Coordinator, Marketing (2015 - present)

Ph.D coordinator, Marketing (2014 - present)

MBA Program Committee (2014 - 2018).

Ph.D Program Committee (2014 present).

Co-organizer, Scheller *Technology and Marketing Series* (2017-18). Conceived an ongoing, interactive MBA workshop series focused on technological trends impacting marketing practice. First workshop (“*The Rise of MarTech*”) scheduled for March 2018.

Member, MBA Experiential Task Force (2015-16). Helped design and implement new “immersive tracks” for MBA students. Team leader for two tracks: *Managing Digital Products* and *Managing Digital Transformation*.

Member, MBA Curriculum Task Force (2014-2015). Formed recommendations for updating core class structure and scheduling. Established short- and long-term objectives and metrics.

Member, Faculty Honors Committee (2007-2014). Helped design and implement Scheller teaching and research awards.

Faculty Judge, *Georgia Tech Research and Innovation Competition* (2011).

2nd Annual Georgia Research Symposium (2009). Served as faculty organizer for the event, which brought together marketing scholars from UGA, Emory, and GSU.

Undergraduate Task Force (2008-2009): Assisted in the development of recommendations for improving the undergraduate program. Collected research and interviewed administrators at peer institutions, attended focus groups with alumni and recruiters, helped create a set of proposals later submitted to the College.

VI. HONORS AND AWARDS

Runner-up, *Best Paper Award*, INFORMS/CIST 2017 (“Are Helpful Reviews Persuasive? Effects of Anger in Online Word-of-Mouth,” with Dezhi Yin and Han Zhang).

Emerald Citations of Excellence, 2017 (“Anxious or Angry? Effects of Discrete Emotions

on the Perceived Helpfulness of Online Reviews,” with Dezhi Yin and Han Zhang).

Research Grant (\$2,500), Marketing Science Institute, June 2014

Research Grant (\$10,000), Research Program on the Economics of Knowledge Contribution and Distribution, March 2014.

Decision Analysis Society *Publication Award*, 2012 (for best publication two years prior; awarded to “Improving the Generation of Decision Objectives,” with Kurt Carlson and Ralph Keeney).

Competitive Research Award (\$5,000), March 2011. Sponsors: Draftfcb Institute of Decision Making, *Society for Judgment and Decision Making*.

Full-time MBA Core Professor of the Year, 2009-2010.

Thank-a-Teacher program, Center for the Enhancement of Teaching and Learning

Runner-up, *Best Working Paper*, Society for Judgment and Decision Making Annual Meeting 2006: “Feeling vs. Knowing: A dual-systems approach to risky choice.”

Graduate Fellowship, Fuqua School of Business, Duke University, 2001-2006.