

**ROBYN A. LEBOEUF**  
Curriculum Vitae ▪ November 2020

**CONTACT INFORMATION**

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**EDUCATION**

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Ph.D. Psychology, Princeton University, 2002

M.A. Psychology, Princeton University, 1999

B.A. Psychology, Statistics, American University, 1997, *summa cum laude*

**ACADEMIC APPOINTMENTS**

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Washington University in St. Louis, Olin Business School  
Professor (January 2019 – present)  
Associate Professor (July 2014 – December 2018)

University of Florida, Marketing Department  
Associate Professor (August 2010 – June 2014)  
JC Penney Professor (August 2011 – June 2014)  
Assistant Professor (August 2002 – July 2010)

**HONORS, AWARDS, AND FELLOWSHIPS**

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Poets & Quants Top 50 Undergraduate Business Professors, 2018

Emerson Excellence in Teaching Award, 2018

Named to the American Marketing Association/ DocSIG List of the Top 50 Most Productive Authors in the Premier Marketing Journals, 2015 (covering publications from 2010-2014)

Georgetown Consumer Market Insights Challenge Award, 2014

Marketing Faculty Member of the Year (Teaching Award), University of Florida, 2008-2009, 2011-2012, and 2012-2013

Teacher of the Year, Warrington College of Business Administration, University of Florida, 2003-2004 and 2009-2010

Hillel Einhorn New Investigator Award, Society for Judgment and Decision Making, 2002

Graduate Career Teaching Award, Psychology Department, Princeton University, 2001

## HONORS, AWARDS, AND FELLOWSHIPS (CONTINUED)

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Student Poster Award, Society for Judgment and Decision Making, 2000

Dissertation Fellowship, Woodrow Wilson Society of Scholars, Princeton University, 2000-2002

National Science Foundation Graduate Research Fellowship, 1997-2000

Princeton University Merit Fellowship in the Natural Sciences and Mathematics, 1997-2000

President's Award (awarded annually to one graduate), American University, 1997

Phi Beta Kappa

## PUBLICATIONS

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Ince, E. C., Schneider, G., & LeBoeuf, R. A. (2020). "It could happen for me... but how good can it be?" Investigating the relationship between scarcity beliefs, similarity, and perceived value. *Journal of the Association for Consumer Research*, 5 (4), 485-494.

Cinelli, M. D., & LeBoeuf, R. A. (2020). Keeping it real: How perceived brand authenticity affects product perceptions. *Journal of Consumer Psychology*, 30 (1), 40-59.

Nardini, G., Lutz, R. J., & LeBoeuf, R. A. (2019). How and when taking pictures undermines the enjoyment of experiences. *Psychology and Marketing*, 36 (5), 520-529.

Munichor, N., & LeBoeuf, R. A. (2018). The influence of time-interval descriptions on goal-pursuit decisions. *Journal of Marketing Research*, 55 (2), 291-303.

\*This project was awarded a two-year Israel Science Foundation Individual Research Grant, in the amount of 116,000NIS (\$33,295US) per year.

Sela, A., & LeBoeuf, R. A. (2017). Comparison neglect in upgrade decisions. *Journal of Marketing Research*, 54 (4), 556-571.

LeBoeuf, R. A., Williams, E. F., & Brenner, L. A. (2014). Forceful phantom firsts: Framing experiences as firsts amplifies their influence on judgment. *Journal of Marketing Research*, 51 (4), 420-432.

Steffel, M., & LeBoeuf, R. A. (2014). Over-individuation in gift giving: Shopping for multiple recipients leads givers to choose unique but less preferred gifts. *Journal of Consumer Research*, 40 (6), 1167-1180.

Galak, J., LeBoeuf, R. A., Nelson, L. D., & Simmons, J. P. (2012). Correcting the past: Failures to replicate psi. *Journal of Personality and Social Psychology*, 103 (6), 933-948.

LeBoeuf, R. A., & Norton, M. I. (2012). Consequence-cause matching: Looking to the consequences of events to infer their causes. *Journal of Consumer Research*, 39 (1), 128-141.

## **PUBLICATIONS** (CONTINUED)

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- LeBoeuf, R. A., & Shafir, E. (2012). Decision making. In K. J. Holyoak & R. G. Morrison (Eds.), *Oxford handbook of thinking and reasoning* (pp. 301-321). New York: Oxford University Press.
- Simmons, J. P., LeBoeuf, R. A., & Nelson, L. D. (2010). The effect of accuracy motivation on anchoring and adjustment: Do people adjust from provided anchors? *Journal of Personality and Social Psychology*, *99* (2), 917-932.
- Bayuk, J. B., Janiszewski, C., & LeBoeuf, R. A. (2010). Letting good opportunities pass us by: Examining the role of mindset during goal pursuit. *Journal of Consumer Research*, *37* (4), 570-583.
- Bilgin, B., & LeBoeuf, R. A. (2010). Looming losses in future time perception. *Journal of Marketing Research*, *47* (3), 520-530.
- LeBoeuf, R. A., & Simmons, J. P. (2010). Branding alters attitude functions and reduces the advantage of function-matching persuasive appeals. *Journal of Marketing Research*, *47* (2), 348-360.
- LeBoeuf, R. A., Shafir, E., & Bayuk, J. B. (2010). The conflicting choices of alternating selves. *Organizational Behavior and Human Decision Processes*, *111* (1), 48-61.
- LeBoeuf, R. A., & Shafir, E. (2009). Anchoring on the “here” and “now” in time and distance judgments. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *35* (1), 81-93.
- Oppenheimer, D. M., LeBoeuf, R. A., & Brewer, N. T. (2008). Anchors aweigh: A demonstration of cross-modality anchoring and magnitude priming. *Cognition*, *106* (1), 13-26.
- LeBoeuf, R. A., & Shafir, E. (2006). The long and short of it: Physical anchoring effects. *Journal of Behavioral Decision Making*, *19* (4), 393-406.
- LeBoeuf, R. A. (2006). Discount rates for time versus dates: The sensitivity of discounting to time-interval description. *Journal of Marketing Research*, *43* (1), 59-72.
- LeBoeuf, R. A., & Shafir, E. (2005). Decision making. In K. J. Holyoak & R. G. Morrison (Eds.), *Cambridge handbook of thinking and reasoning* (pp. 243-265). Cambridge: Cambridge University Press.
- LeBoeuf, R. A., & Estes, Z. (2004). “Fortunately, I’m no Einstein”: Comparison relevance as a determinant of behavioral assimilation and contrast. *Social Cognition*, *22* (6), 607-636.
- Shafir, E., & LeBoeuf, R. A. (2004). Context and conflict in multi-attribute choice. In D. Koehler & N. Harvey (Eds.), *Handbook of judgment and decision making* (pp. 341-359). Malden, MA: Blackwell.
- LeBoeuf, R. A., & Shafir, E. (2003). Deep thoughts and shallow frames: On the susceptibility to framing effects. *Journal of Behavioral Decision Making*, *16* (2), 77-92.

## **PUBLICATIONS (CONTINUED)**

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Shafir, E., & LeBoeuf, R. A. (2002). Rationality. *Annual Review of Psychology*, 53, 491-517.

LeBoeuf, R. A., & Shafir, E. (2001). Problems and methods in naturalistic decision-making research. *Journal of Behavioral Decision Making*, 14 (5), 373-375.

## **MANUSCRIPTS UNDER REVIEW AND IN PREPARATION**

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Stephenson, B., Zhao, N., Cryder, C., LeBoeuf, R. A., Nowlis, S., & Thomadsen, R. Why Twisted Mango Diet Coke? Innovative line extensions can revitalize the choice of a brand's pre-existing products. Revising for third review, *Journal of Marketing*.

Williams, E. F., & LeBoeuf, R. A. People believe they will have more control over the future than they did over the past. Revising for second review, *Organizational Behavior and Human Decision Processes*.

Frederick, S., Read, D., Bartels, D., & LeBoeuf, R. A. When I'm 64: Temporal referencing and discount rates. Manuscript in preparation.

Gershon, R., Nowlis, S., & LeBoeuf, R. A. The effect of personal connections on review likelihood. Manuscript in preparation.

Steffel, M., Williams, E. F., & LeBoeuf, R. A. Overlooking the gift that always fits: Givers underestimate the appeal of unconstrained gift cards. Manuscript in preparation.

## **INVITED SEMINARS AND WORKSHOPS**

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Data Colada Seminar Series	Online Seminar Series
Duke University	Marketing Workshop
Lehigh University	Marketing Research Symposium
London Business School	Marketing Summer Camp
Massachusetts Institute of Technology	Marketing Workshop
New York University	Marketing Research Seminar
Northwestern University	Marketing Workshop
Stanford University	Marketing and Organizational Behavior Workshop
Tulane University	Marketing Seminar
University of California, Berkeley	Shansby Marketing Seminar Series
University of California, San Diego	Marketing Workshop
University of Chicago	Behavioral Science Workshop
University of Florida	Social Psychology Workshop
University of Minnesota	Marketing Camp

## INVITED SEMINARS AND WORKSHOPS (CONTINUED)

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University of Pennsylvania	Wharton Decision Processes Seminar
University of Southern California	Marketing Research Seminar
University of Wisconsin-Madison	Marketing Workshop
Virginia Tech	Marketing Workshop
Washington University in St. Louis	Brain, Behavior, and Cognition Series
Washington University in St. Louis	Marketing Workshop
Yale University	Behavioral Sciences Workshop
Yale University	Organizations and Identities Summer Camp

## PRESENTATIONS AT PROFESSIONAL MEETINGS (2015-PRESENT ONLY; PRESENTING AUTHOR NOTED WITH \*)

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### *Invited:*

Steffel, M., Williams, E. F., & LeBoeuf, R. A.\* (2016, May). *Excessive personalization in gift-giving*. Paper presented at the 8<sup>th</sup> Triennial Invitational Choice Symposium. Session topic: *Extending BDT research to the real world*. Lake Louise, Alberta, Canada.

### *Competitive:*

Roeder, S. S., Lee, D., & LeBoeuf, R. A.\* (2020, March). *Depletion aversion: People dislike spending accounts down to zero*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, Huntington Beach, CA.

Williams, E. F.\*, & LeBoeuf, R. A. (2019, October). *Consumers believe they will have more control over the future than they did over the past*. Paper presented in a special session at the Annual Meeting of the Association for Consumer Research, Atlanta, GA.

Roeder, S. S.\*, Lee, D., & LeBoeuf, R. A. (2018, November). *Depletion aversion: People dislike spending accounts down to zero*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, New Orleans, LA.

Baskin, E.\*, Novemsky, N., & LeBoeuf, R. A. (2018, October). *Mispredicting reactions to gambling losses and their impact on consumer choice*. Paper presented at the Annual Meeting of the Association for Consumer Research, Dallas, TX.

Steffel, M.\*, Williams, E. F., & LeBoeuf, R. A. (2018, June). *Overlooking the gift that always fits: Givers underestimate the appeal of unconstrained gifts*. Paper presented at the 16<sup>th</sup> Bi-Annual Behavioral Decision Research in Management Conference, Boston, MA.

Stephenson, B.\*, Cryder, C., LeBoeuf, R. A., & Nowlis, S. (2017, October). *Why garlic ice cream? Innovative line extensions can increase choice of a brand's pre-existing products*. Paper presented at the Annual Meeting of the Association for Consumer Research, San Diego, CA.

Paley, A.\*, Meyvis, T., LeBoeuf, R. A., & Nelson, L. D. (2016, February). *Enjoying the unexpected: Prior uncertainty improves hedonic experiences*. Paper presented in a symposium at the Annual Meeting of the Society for Consumer Psychology, St. Pete Beach, FL.

**PRESENTATIONS AT PROFESSIONAL MEETINGS (2015-PRESENT ONLY, CONTINUED)**

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- Williams, E. F.\*, & LeBoeuf, R. A. (2016, February). *Starting your diet tomorrow: People believe they will have more control over the future than they did over the past*. Paper presented in a symposium at the Annual Meeting of the Society for Consumer Psychology, St. Pete Beach, FL.
- Steffel, M.\*, Williams, E. F., & LeBoeuf, R. A. (2016, February). *Overly specific gift giving: Givers choose personalized but less versatile and less preferred gifts*. Paper presented in a symposium at the Annual Meeting of the Society for Consumer Psychology, St. Pete Beach, FL.
- Paley, A.\*, Meyvis, T., LeBoeuf, R. A., & Nelson, L. D. (2015, October). *Enjoying the unexpected: Prior uncertainty improves hedonic experiences*. Paper presented in a symposium at the Annual Meeting of the Association for Consumer Research, New Orleans, LA.
- Steffel, M.\*, Williams, E. F., & LeBoeuf, R. A. (2015, October). *Overly specific gift giving: Givers choose personalized but less versatile and less preferred gifts*. Paper presented in a symposium at the Annual Meeting of the Association for Consumer Research, New Orleans, LA.
- Williams, E. F., & LeBoeuf, R. A.\* (2015, June). *Starting your diet tomorrow: People believe they will have more control over the future than they did over the past*. Paper presented at the International Meeting of the Society for Consumer Psychology, Vienna, Austria.
- Munichor, N.\*, & LeBoeuf, R. A. (2015, June). *The influence of time-interval descriptions on goal-pursuit decisions*. Paper presented at the Association for Consumer Research Asia-Pacific Conference, Hong Kong.
- Steffel, M. L.\*, Williams, E. F., & LeBoeuf, R. A. (2015, February). *Giver-recipient discrepancies contribute to gift card non-redemption*. Paper presented in a symposium at the Annual Meeting of the Society for Personality and Social Psychology, Long Beach, CA.

## TEACHING

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### *Instructor:*

Principles of Marketing (undergraduates), University of Florida  
Market and Customer Focus (EMBA core), Washington University  
Consumer Behavior (undergraduates, MBAs, PMBAs), University of Florida and Washington University  
Judgment and Decision Making (PhD students), Washington University

### *Doctoral Committees:*

#### Chair:

Julia Belyavsky Bayuk (Florida; co-chair)  
Melissa Minor (Florida)  
Gia Nardini (Florida; co-chair)  
Mary Steffel (Florida; Winner, Society for Consumer Psychology Dissertation Proposal Competition)  
Brittney Stephenson (WashU; co-chair)

#### Member:

Baler Bilgin (Florida)	Andrew Kuo (Florida)	Jennifer Rusak (Florida
Elise Chandon (Florida)	Juliano Laran (Florida)	psychology)
Rachel Gershon (WashU)	Yi Li (HEC Paris)	Gabriela Tonietto (WashU)
Julian Givi (CMU)	Anne Macaskill (Florida	Ariana Vanderveldt (WashU
Jasmine Huang (WashU OB)	psychology)	psychology)
Dan King (Florida)		

### *Undergraduate Theses Supervised:*

Leah Bartley	Yvonne Huang	Talah Nikjeh
Jenny Gonzalez	Krystal Juren	Lynn Tallman
Katherine Hammond	Jenny Kim	Alexis Vega
Leah Heinrich	Bhushan Lele	

### *Miscellaneous:*

Early Career Workshop, Washington University, 2016, 2019  
Praxis “Research that Impacts Business” Series, Washington University, 2015  
Post-Doctoral Bridge to Business Program, University of Florida, 2008–2014  
AMA “Making the Transition” workshop, Winter Marketing Educators’ Conference, St. Petersburg, FL, February, 2006

## REVIEWING

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Associate Editor, *Management Science*, 2015-present

### Editorial boards:

*Journal of Behavioral Decision Making*, 2010-present

*Journal of Consumer Research*, 2011-present

*Journal of Experimental Psychology: Learning, Memory, and Cognition*, 2004-present

*Organizational Behavior and Human Decision Processes*, 2020-present

*Psychological Science*, 2009-2010; 2012-2019

*Social Psychological and Personality Science*, 2015-present

### Ad hoc reviewing for journals:

*Acta Psychologica*

*American Economic Review*

*Appetite*

*Applied Cognitive Psychology*

*Cognition*

*Decision*

*International Journal of Research in Marketing*

*Journal of Consumer Psychology*

*Journal of Economic Psychology*

*Journal of Experimental Psychology: Applied*

*Journal of Experimental Social Psychology*

*Journal of Marketing Research*

*Journal of Personality and Social Psychology*

*Journal of Public Policy and Marketing*

*Journal of Socio-Economics*

*Judgment and Decision Making*

*Marketing Letters*

*Marketing Science*

*Org. Behavior and Human Decision Processes*

*Personality and Individual Differences*

*Quarterly Journal of Experimental Psychology*

*Social Cognition*

*Thinking and Reasoning*

### Other ad hoc reviewing:

Student poster competition, Society for Judgment and Decision Making

Book proposals, Society for Judgment and Decision Making Book Series

Grant proposals, Social Sciences and Humanities Research Council of Canada

Grant proposals, US-Israel Binational Science Foundation

SCP-Sheth Doctoral Dissertation Proposal Competition, Society for Consumer Psychology

Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute

Competitive paper, working paper, and symposium submissions, Association for Consumer Research

Competitive paper and special session submissions, Society for Consumer Psychology

Submission reviewer, Behavioral Decision Research in Management

Submission reviewer, Society for Judgment and Decision Making



## **OTHER SERVICE ACTIVITIES**

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- Program Committee, Behavioral Decision Research in Management, 2014, 2016, 2020
- Program Committee, Association for Consumer Research, 2010, 2015, 2017
- Program Committee, Society for Consumer Psychology, 2010, 2012, 2014, 2015
- Program Committee, Society for Consumer Psychology-International, 2015
- Program Committee, Society for Judgment and Decision Making, 2011-2014 (Chair, 2013)
- Faculty Mentor, Underrepresented Scholars in the Society for Judgment and Decision Making Event, 2020
- Doctoral Symposium Faculty Participant, Association for Consumer Research, 2014, 2019
- Doctoral Consortium Faculty Participant, Society for Consumer Psychology, 2015, 2017
- Early Career Award Committee (Chair), Association for Consumer Research, 2019
- C.W. Park Award Committee, Society for Consumer Psychology, 2014
- Washington University Committees and Service:
  - EMBA Curriculum Committee, 2020-2021
  - Association of Women Faculty Board Member, 2018-2021
  - Omnibus Committee, 2017-2021
  - New Faculty Orientation Panelist, 2015-2020
  - Academic Integrity Committee (Chair), 2019-2020
  - EMBA Curriculum Design Task Force 2019-2020
  - BSBA Curriculum Committee, 2015-2019
  - Faculty Scorecard Ad-hoc Committee, 2018-2019
  - Improving the Undergraduate Experience Committee, 2017-2018
  - Promotion and Tenure Guidelines Ad-hoc Committee, 2017
  - Dean Search Committee, Olin Business School, 2016
  - Olin Fellowship Program Selection Committee, 2015
- University of Florida Committees and Service:
  - Faculty Advisory Committee, Warrington College of Business Administration, 2010-2012, 2013-2014
  - Strategic Planning Committee, Warrington College of Business Administration, 2011-2012
  - Teaching Committee, Warrington College of Business Administration, 2004-2006, 2010-2012
  - Phi Beta Kappa Membership Committee, 2007-2012
  - Faculty Search Committee, Psychology Department, 2011
  - Mentor for the University of Florida Minority Mentor Program, 2003-2004, 2007-2008, 2009-2010
  - Information Resources Committee, Warrington College of Business Administration, 2008-2010
  - Welfare Committee, Warrington College of Business Administration, 2007-2008
  - Minority Affairs Committee, Warrington College of Business Administration, 2006-2007
  - Faculty Senate Representative, Marketing Department, 2006-2007
- Princeton University Committees and Service:
  - Council for the Princeton University Community, Rights and Rules Committee, 1998-2001
  - Graduate Student Education Committee, 1998-1999

## **PROFESSIONAL AFFILIATIONS**

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

Society for Personality and Social Psychology  
American Psychological Society  
American Psychological Association