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Curriculum Vita

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Experience

2004-Present Assoc. Professor of Marketing, [University of Florida](#)

1997-2004 Asst. Professor of Marketing and Bealls Research Fellow,
[University of Florida](#)

Education

1997 Ph.D. in Psychology (Cognitive),
[University of California, Berkeley](#)

1994 M.S. in Marketing, Walter A. Haas School of Business
[University of California, Berkeley](#)

1990 B.S. in Human Factors Engineering
[Tufts University](#)

Honors

- Bealls Research Fellowship, 2001-2004
- John Castellan Award, Society for Judgment and Decision Making, 2000
- Teacher of the Year, Warrington College of Business Administration, 1999, 2004
- Summer Research Grant Recipient, Warrington College of Business Administration, 1998 - 2005

Publications and Papers in Press

- Behavioral Economics, Psychology and Public Policy. *Marketing Letters* (in press). With On Amir, Dan Ariely, David Dunning, Nicholas Epley, Uri Gneezy, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, and Jose Silva.
- When Absence Begets Inference in Conjoint Analysis. *Journal of Marketing Research* (2004) **41** (November), 382-387. with Joe Alba.
- Stimulus Context and the Formation of Consumer Ideals. *Journal of Consumer Research* (2004) **31** (June), 112-124. with Chris Janiszewski, Marcus da Cunha, Suzanne Nasco, and Els de Wilde.
- Different Scales for Different Frames: The Role of Subjective Scales and Experience in Explaining Attribute Framing Effects. *Journal of Consumer Research* (2004) **30** (3) 311-325. with Chris Janiszewski and Tim Silk. (Lead article.)
- Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations. *Journal of Marketing Research* (2002) **39**, 488-497. with Harish Sujan, Mita Sujan, and Barton Weitz.
- Avoiding Future Regret in Purchase-Timing Decisions. *Journal of Consumer Research* (2001) **27**, 447-459. with Tom Meyvis and Alan Schwartz.
- Judgment and Decision Making. *Annual Review of Psychology* (1998) **49**, 447-77. with Barbara A. Mellers and Alan Schwartz.
- Multiattribute judgments: Context effects in single attributes. *Journal of Experimental Psychology: Human Perception and Performance* (1998) **24**, 496-504. with Barbara A. Mellers.
- A test of generic utility: Evidence for context dependence. *Journal of Risk and Uncertainty*. (1997) **14**, 75-93. with Richard A. Chechile.
- The role of task and context in preference measurement. *Psychological Science*. (1996) **7**, 76-82. with Barbara A. Mellers.
- Attribute range and response range: Limits of compatibility in multiattribute judgment. *Organizational Behavior and Human Decision Processes*, (1995) **63**, 187-194. with Barbara A. Mellers.
- Utility invariance despite labile preferences. In J. R. Busemeyer, D. L. Medin, & R. Hastie (Eds.) *Decision Making from the Perspective of Cognitive Psychology*, (1995) 221-246. with Barbara A. Mellers, Elke Weber, and Lisa D. Ordóñez.
- Trade-offs depend on attribute range. *Journal of Experimental Psychology: Human Perception and Performance*, (1994) **20**, 1055-1067. with Barbara A. Mellers.

Manuscripts

Subadditive Bundle Preferences and the Value of Variety. With Claude Pecheux and Elise Chandon.

Learning to Improve: The Biased Processing of Mixed Feedback. Preparing invited revision for *Journal of Consumer Research*. with Tom Meyvis.

Consumers' Evaluations of Time Delayed Mixed Outcomes. With Chris Janiszewski and Marcus da Cunha.

What Are the Consequences of Winning the Lottery? with Barbara A. Mellers, Ward Edwards, Michael H. Birnbaum.

Work in Progress

Recommending Shirts to Sell CDs: Cross-Selling Opportunities for Electronic Agents, with JoAndrea Hoegg, Harish Sujana, Mita Sujana, and Barton A. Weitz.

The Role of Grouping and Comparison in Electronic Retailing, with Amitav Chakravarti.

Research Presentations

Cooke, A, C. Janiszewski, and T. Silk. Different Scales for Different Frames: The Role of Subjective Scales and Experience in Explaining Attribute Framing Effects. Society for Judgment and Decision Making, Vancouver, BC, 2003.

Cooke, A. and T. Meyvis. Learning from Mixed Feedback: The Biased Processing of Store Price Comparisons, Association for Consumer Research, Atlanta, GA, 2002.

Cooke, A and S. Nasco. Agent Overweighting of Attribute Importance Information, Society for Judgment and Decision Making, Orlando, FL, 2001.

Cooke, A., H. Sujana, M. Sujana, and B. Weitz. Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations. Invited address, Vanderbilt University.

Cooke, A. and T. Meyvis. Evaluating Choices: The Effect of Mixed Feedback, Society for Judgment and Decision Making, New Orleans, LA, 2000.

Cooke, A. and C. Pecheux. Understanding Variety Seeking in Assortment Preference, Association for Consumer Research, Salt Lake City, UT, 2000.

Cooke, A. and C. Pecheux. Understanding Variety Seeking in Assortment Preference, Behavioral Decision Research in Management, Tucson, AZ, 2000.

Cooke, A., H. Sujana, M. Sujana, and B. Weitz. Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations, Invited presentation, Penn State Univ. State College, PA, 2000.

Cooke, A., H. Sujan, M. Sujan, and B. Weitz. Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations, INFORMS: Marketing and the Internet Conference, Los Angeles, California, 2000.

Cooke, A., A. Schwartz, and T. Meyvis. Avoiding Regret in Sequential Decisions. Social Psychology Colloquium, Gainesville, Florida, 1999.

Cooke, A., A. Schwartz, and T. Meyvis. When Do People Avoid Regret? University of Florida Winter Retreat, Gainesville, Florida, 1998.

Teaching

Courses Taught:

- Undergraduate: Consumer Behavior
- MBA: Customer Analysis (traditional), Introduction to Electronic Commerce (traditional and professional), Electronic Commerce and Marketing (traditional), Consumer-Centered Product Design (engineers and scientists)
- Doctoral: Judgment and Decision Making, Experimental Design and Analysis

Professional Affiliations

- [American Marketing Association](#)
- [Association for Consumer Research](#)
- [Society for Consumer Psychology](#)
- [American Psychological Association](#)
- [American Psychological Society](#)
- [Society for Judgment and Decision Making](#)

Professional Service

Program Committee, *Association for Consumer Research*

Ad Hoc Reviewer,

- *Journal of Consumer Research*
- *Journal of Marketing Research*
- *Marketing Science*
- *Marketing Letters*
- *Organizational Behavior and Human Decision Processes*
- *Association for Consumer Research*
- *Society for Judgment and Decision Making*
- *Society for Consumer Psychology Dissertation Competition*
- *Journal of Experimental Psychology: Human Perception and Performance*
- *Subjective Probability and Decision Making*
- *Behavior Research Methods, Instruments, and Computers*
- *Information Systems Research*
- *Decision, Risk and Management Science*, National Science Foundation
- Social Sciences and Humanities Research Council of Canada

Member:

- Institutional Review Board, University of Florida
- Teaching Committee, Warrington College of Business Administration, University of Florida
- Dissertation committees: JoAndrea Hoegg, Els de Wilde, Tim Silk, Marcus da Cunha, Tom Meyvis, Velitchka Kaltcheva, Stijn van Osselaer
- Undergraduate honors thesis: Brian Aull, Laura Kochanski
- University Scholars Program mentor to Laura Kochanski, Lauren Kaplus