

ROBYN A. LEBOEUF
Curriculum Vitae ▪ May 2014

CONTACT INFORMATION

Address: University of Florida
Warrington College of Business Administration
Marketing Department
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EDUCATION

Ph.D. Psychology, Princeton University, 2002
M.A. Psychology, Princeton University, 1999
B.A. Psychology, Statistics, American University, 1997, *summa cum laude*

ACADEMIC APPOINTMENTS

Associate Professor (August 2010 –) and JC Penney Professor (August 2011 –)
Marketing Department, University of Florida

Assistant Professor, August 2002 – July 2010
Marketing Department, University of Florida

HONORS, AWARDS, AND FELLOWSHIPS

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

Travel Grant, Society for Personality and Social Psychology, 2002

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

Summer Dissertation Fellowship, Graduate School, Princeton University, 2001

Travel Grant, Woodrow Wilson Society of Scholars, Princeton University, 2000, 2001

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

- LeBoeuf, R. A., Williams, E. F., & Brenner, L. A. (in press). Forceful phantom firsts: Framing experiences as “firsts” amplifies their influence on judgment. *Journal of Marketing Research*.
- 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.
- 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.

PUBLICATIONS (CONTINUED)

- 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.
- 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

- Williams, E. F., & LeBoeuf, R. A. Starting your diet tomorrow: Consumers believe they will have more control over the future than they did over the past. Revising for resubmission, *Journal of Consumer Research*.
- Munichor, N., & LeBoeuf, R. A. The influence of time-interval descriptions on goal-pursuit decisions. Under review, *Journal of Marketing Research*.
*This project was awarded a two-year Israel Science Foundation Individual Research Grant, in the amount of 116,000NIS (\$33,295US) per year.
- Cinelli, M. D., & LeBoeuf, R. A. Antecedents and consequences of brand authenticity. Manuscript in preparation.
- Frederick, S., Read, D., Bartels, D., & LeBoeuf, R. A. When I’m 64: Temporal referencing and discount rates. Manuscript in preparation.
- Ince, E. C., LeBoeuf, R.A., & Chen, H.-Y. If it’s similar, it’s more likely... but can it be worth it? The impact of manipulating perceived similarity on probability judgments and outcome value. Manuscript in preparation.
- Sela, A., & LeBoeuf, R. A. Endowment neglect. Manuscript in preparation.

INVITED SEMINARS AND WORKSHOPS

2013	Washington University in St. Louis	Marketing Workshop
2011	University of California, San Diego	Marketing Workshop
2010	University of Pennsylvania	Wharton Decision Processes Seminar
2009	University of Southern California	Marketing Research Seminar
2007	Yale University	Organizations and Identities Summer Camp
2006	London Business School	Marketing Summer Camp
2005	Northwestern University	Marketing Workshop
	Massachusetts Institute of Technology	Marketing Workshop
	Washington University in St. Louis	Marketing Workshop
2004	New York University	Marketing Research Seminar
	University of Pennsylvania	Wharton Decision Processes Seminar
	Duke University	Marketing Workshop
2003	Stanford University	Marketing and Organizational Behavior Workshop
2002	University of Florida	Social Psychology Workshop (also 2005, 2009)
	University of Chicago	Behavioral Science Workshop

PRESENTATIONS AT PROFESSIONAL MEETINGS (PRESENTING AUTHOR NOTED WITH *)

Invited:

Steffel, M., & LeBoeuf, R. A.* (2012, January). *Social comparison in decisions for others: Considering multiple recipients leads to over-individuated and less liked gifts*. Invited paper presented at the Judgment and Decision Making preconference at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.

LeBoeuf, R. A.* (2010, May). Participant and presenter, 8th Triennial Invitational Choice Symposium. Session topic: *Managing the hedonic consequences of choice*. Key Largo, FL.

LeBoeuf, R. A.*, & Shafir, E. (2003, May). *Alternating selves and conflicting choices: Identity salience and preference inconsistency*. Invited paper presented at the Nags Head Conference, "Judgment and Emotion: From Persons to Groups," Highland Beach, FL.

LeBoeuf, R. A.*, & Shafir, E. (2002, November). *Alternating selves and conflicting choices: Identity salience and preference inconsistency*. Award address given upon receipt of the Hillel Einhorn New Investigator Award, presented at the Annual Meeting of the Society for Judgment and Decision Making, Kansas City, MO.

Competitive:

Williams, E. F.*, & LeBoeuf, R. A. (2013, November). *Starting your diet tomorrow: People believe they will have more control over the future than they did over the past*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Toronto, ON, Canada.

PRESENTATIONS AT PROFESSIONAL MEETINGS (CONTINUED)

- Munichor, N.*, & LeBoeuf, R. A. (2013, October). *The influence of time-interval descriptions on goal-pursuit decisions*. Paper presented in a symposium at the Annual Meeting of the Association for Consumer Research, Chicago, IL.
- Nardini, G.*, LeBoeuf, R. A., & Lutz, R. J. (2013, October). *When a picture is worth less than a thousand words*. Paper presented in a symposium at the Annual Meeting of the Association for Consumer Research, Chicago, IL.
- Munichor, N.*, & LeBoeuf, R. A. (2013, July). *The influence of time-interval description on goal-pursuit decisions*. Paper presented at the European Meeting of the Association for Consumer Research, Barcelona, Spain.
- Williams, E. F.*, & LeBoeuf, R. A. (2013, March). *Sunk savings: When the reason for saving something is that you've saved it already*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, San Antonio, TX.
- Munichor, N.*, & LeBoeuf, R. A. (2013, March). *The influence of time-interval description on goal-pursuit decisions*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, San Antonio, TX.
- Munichor, N.*, & LeBoeuf, R. A. (2012, June). *The influence of time-interval description on the initiation of goal pursuit*. Paper presented at the International Meeting of the Society for Consumer Psychology, Florence, Italy.
- LeBoeuf, R. A., Williams, E. F.*, & Brenner, L. (2012, February). *Forceful phantom firsts: Framing experiences as firsts amplifies their influence on judgment*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, Las Vegas, NV.
- Steffel, M.*, & LeBoeuf, R. A. (2012, February). *Social comparison in decisions for others: Considering multiple gift recipients leads to over-individuated and less liked gifts*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, Las Vegas, NV.
- LeBoeuf, R. A.*, Williams, E. F., & Brenner, L. (2011, November). *Forceful phantom firsts: Framing experiences as firsts amplifies their influence on judgment*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Seattle, WA.
- Ince, E. C.*, Chen, H.-Y., & LeBoeuf, R. A. (2011, October). *If it's similar, it's more likely...but can it be worth it? The impact of manipulating perceived similarity on probability judgments and outcome value*. Paper presented at the Annual Meeting of the Association for Consumer Research, St. Louis, MO.
- Steffel, M.*, & LeBoeuf, R. A. (2011, October). *Social comparison in decisions for others: Considering multiple gift recipients leads to unique but less-liked gifts*. Paper presented at the Annual Meeting of the Association for Consumer Research, St. Louis, MO.
- Chen, H.-Y., Ince, E. C.*, & LeBoeuf, R. A. (2011, February). *If it's similar, it's more likely...but can it be worth it? The impact of manipulating perceived similarity on probability and outcome value*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, Atlanta, GA.

PRESENTATIONS AT PROFESSIONAL MEETINGS (CONTINUED)

- Minor, M.* & LeBoeuf, R. A. (2011, February). *Keeping it real: Marketing implications of brand authenticity*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, Atlanta, GA.
- Steffel, M.* & LeBoeuf, R. A. (2011, February). *Social comparison in decisions for others: Considering multiple gift recipients leads to overly individualized and suboptimal gifts*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, Atlanta, GA.
- Minor, M. D.* & LeBoeuf, R. A. (2010, October). *Keeping it real: Marketing implications of brand authenticity*. Paper presented at the Annual Meeting of the Association for Consumer Research, Jacksonville, FL.
- LeBoeuf, R. A.* & Bayuk, J. B., & Shafir, E. (2010, February). *The lingering consequences of fleeting selves: The influence of identity salience on choice and post-choice satisfaction*. Paper presented in a symposium at the Annual Meeting of the Society for Consumer Psychology, St. Petersburg, FL.
- Bayuk, J. B.* & Janiszewski, C., & LeBoeuf, R. A. (2009, October). *Letting good opportunities pass us by: Examining the role of mindset during goal pursuit*. Paper presented in a symposium at the Annual Meeting of the Association of Consumer Research, Pittsburgh, PA.
- Bilgin, B.* & LeBoeuf, R. A. (2009, February). *Looming losses in future time perception*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, San Diego, CA.
- LeBoeuf, R. A.* & Simmons, J. P. (2008, October). *Branding and attitude functions*. Paper presented in a symposium at the Annual Meeting of the Association of Consumer Research, San Francisco, CA.
- Bilgin, B., & LeBoeuf, R. A.* (2008, April). *Looming losses in future time perception*. Paper presented at the 11th Bi-Annual Behavioral Decision Research in Management Conference, San Diego, CA.
- LeBoeuf, R. A.* & Simmons, J. P. (2008, February). *The influence of branding on attitude functions*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, New Orleans, LA.
- Frederick, S.* & Read, D., & LeBoeuf, R. A. (2008, February). *When I'm 64: Temporal referencing and discount rates*. Paper presented in a symposium at the Annual Meeting of the Society for Consumer Psychology, New Orleans, LA.
- Simmons, J. P.* & LeBoeuf, R. A., & Nelson, L. D. (2008, February). *The effect of motivation on anchoring and adjustment*. Paper presented in a symposium at the Annual Meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- LeBoeuf, R. A.* & Simmons, J. P. (2007, November). *Perceptions of the length of future time intervals: The role of certainty*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA.

PRESENTATIONS AT PROFESSIONAL MEETINGS (CONTINUED)

- Bilgin, B.*, & LeBoeuf, R. A. (2007, November). *Looming losses in future time perception*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- LeBoeuf, R. A.*, & Norton, M. I. (2007, October). *Effects that lead to causes: Using an event's outcomes to infer its causes*. Paper presented in a symposium at the Annual Meeting of the Association of Consumer Research, Memphis, TN.
- Frederick, S.*, Read, D., & LeBoeuf, R. A. (2007, October). *When I'm 64: Temporal referencing and discount rates*. Paper presented in a symposium at the Annual Meeting of the Association of Consumer Research, Memphis, TN.
- LeBoeuf, R. A.*, & Norton, M. I. (2006, November). *Effects that lead to causes: The influence of events' consequences on their perceived causes*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Houston, TX.
- Simmons, J. P.*, LeBoeuf, R. A., & Nelson, L. D. (2006, November). *When incentives increase adjustment from experimenter-provided anchors*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Houston, TX.
- LeBoeuf, R. A., & Belyavsky, J.* (2006, September). *I wasn't myself when I chose that: Identity-salience fluctuations and post-choice (dis)satisfaction*. Paper presented in a symposium at the Annual Meeting of the Association of Consumer Research, Orlando, FL.
- LeBoeuf, R. A.*, & Simmons, J. P. (2006, September). *Perceptions of the length of future time intervals: A simulation perspective*. Paper presented in a symposium at the Annual Meeting of the Association of Consumer Research, Orlando, FL [symposium organizer].
- LeBoeuf, R. A.* (2006, February). *"In four months" versus "On June 11": The impact of time-interval description on discounting and time perception*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, Miami, FL.
- LeBoeuf, R. A.* (2005, September). *Discount rates for time versus dates: The sensitivity of discounting to time-interval description*. Competitive paper presented at the Annual Meeting of the Association for Consumer Research, San Antonio, TX.
- Oppenheimer, D. M.*, LeBoeuf, R. A., & Brewer, N. T. (2004, November). *Anchors aweigh: A demonstration of cross-modality anchoring*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, MN.
- Nelson, L. D.*, & LeBoeuf, R. A. (2004, November). *Projecting personal desire: Consensus estimation and the overperception of sexual intent*. Paper presented in a symposium at the Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, MN.
- LeBoeuf, R. A.*, & Shafir, E. (2004, October). *Anchoring on the here and now: Insufficient adjustment in time and distance estimates*. Paper presented in a symposium at the Annual Meeting of the Association for Consumer Research, Portland, OR.

PRESENTATIONS AT PROFESSIONAL MEETINGS (CONTINUED)

LeBoeuf, R. A.*, & Shafir, E. (2004, April). *Anchoring on the here and now: Insufficient adjustment in time and distance estimation*. Paper presented at the 9th Bi-Annual Behavioral Decision Research in Management Conference, Durham, NC.

LeBoeuf, R. A.*, & Shafir, E. (2003, November). *The long and short of it: Anchoring and adjustment with physical quantities*. Paper presented at the Annual Meeting of the Society for Judgment and Decision Making, Vancouver, BC.

LeBoeuf, R. A.*, & Shafir, E. (2003, October). *Preference reversals from identity-saliency shifts*. Paper presented in a symposium at the Annual Meeting of the Association for Consumer Research, Toronto, ON.

LeBoeuf, R. A.*, & Shafir, E. (2003, February). *Inconsistent preferences emerging from identity-congruent choices*. Paper presented at the Annual Meeting of the Society for Consumer Psychology, New Orleans, LA.

TEACHING

Instructor:

Principles of Marketing, University of Florida
Consumer Behavior, University of Florida

Doctoral Committees (University of Florida):

Chair:

Julia Belyavsky Bayuk (co-chair)
Melissa Minor
Mary Steffel (Winner, Society for Consumer Psychology Dissertation Proposal Competition)

Member:

Baler Bilgin	Anne Macaskill (psychology)
Elise Chandon	Gia Nardini
Dan King	Dan Rice (1 st year project)
Andrew Kuo	Jennifer Rusak (psychology)
Juliano Laran	Cammy Schulz

Honors Theses Supervised (University of Florida):

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

Assistant in Instruction:

Negotiation, Persuasion, and Social Influence, Princeton University
The Psychology and Philosophy of Rationality, Princeton University
Experimental Psychopathology, Princeton University
Psychology: Understanding Human Behavior, American University
Finite Mathematics, American University

Workshops and Consulting:

Presenter / panelist:

AMA “Making the Transition” workshop, Winter Marketing Educators’ Conference, St. Petersburg, FL, February, 2006

Post-Doctoral Bridge to Business Program, University of Florida, 2008–

Organizer and presenter:

Statistics workshop for Masters of Public Policy students, Princeton University

Senior thesis writing workshop, Princeton University

APA style workshop, Princeton University

Statistics consultant, Princeton University

REVIEWING

Editorial boards:

Psychological Science, 2009-2010; 2012-

Journal of Consumer Research, 2011-

Journal of Behavioral Decision Making, 2010-

Journal of Experimental Psychology: Learning, Memory, and Cognition, Consulting Editor, 2004-

Ad hoc reviewing for journals:

Acta Psychologica

American Economic Review

Appetite

Applied Cognitive Psychology

Cognition

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

Management Science

Marketing Letters

Marketing Science

Organizational Behavior and Human Decision Processes

Personality and Individual Differences

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
- SCP-Sheth Doctoral Dissertation Proposal Competition, Society for Consumer Psychology
- Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute
- Competitive paper and symposium submissions, Association for Consumer Research
- Competitive paper and special session submissions, Society for Consumer Psychology

OTHER SERVICE ACTIVITIES

- Program Committee, Society for Judgment and Decision Making, 2011-2014 (Chair, 2013)
- Program Committee, Behavioral Decision Research in Management, 2014
- Program Committee, Annual Meeting of the Society for Consumer Psychology, 2010, 2012, 2014
- Award Committee, C.W. Park Award, Society for Consumer Psychology, 2014
- Competitive Paper Board, Annual Meeting of the Association for Consumer Research, 2014
- Program Committee, Annual Meeting of the Association for Consumer Research, 2010
- 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

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