

Bruce E. Pfeiffer

Curriculum Vitae

January 2019

Peter T. Paul College of Business and Economics
University of New Hampshire
10 Garrison Ave.
Durham, NH 03824-2602

Office Phone: (603) 862-0868
Fax: (603) 862-3383
bruce.pfeiffer@unh.edu

ACADEMIC POSITIONS

Associate Professor of Marketing, June 2015 to present

Peter T. Paul College of Business and Economics, University of New Hampshire

Assistant Professor of Marketing, August 2008 to June 2015

Peter T. Paul College of Business and Economics, University of New Hampshire

EDUCATION

Ph.D., Marketing, 2008

University of Cincinnati, Cincinnati, Ohio

M.S., Marketing, 2005

Leeds School of Business, University of Colorado at Boulder

M.B.A., Marketing and Finance Concentrations, 1997

Rockhurst University, Kansas City, Missouri

B.S., Business Administration, 1991

Leeds School of Business, University of Colorado at Boulder

RESEARCH INTERESTS

Consumer information processing, consumer decision-making, consumer inference, omission neglect, prime-to-behavior effects, social influence, automaticity, affect.

PUBLICATIONS

Pfeiffer, Bruce E., Hélène Deval, Frank R. Kardes, Douglas R. Ewing, Xiaoqi Han, and Maria L. Cronley (2014), "Effects of Construal Level on Omission Detection and Multiattribute Evaluation." *Psychology & Marketing*, 31, 992-1007.

Pfeiffer, Bruce E., Hélène Deval, Frank R. Kardes, Edward R. Hirt, Samuel C. Karpen, and Bob M. Fennis (2014), "No Product Is Perfect: The Positive Influence of Acknowledging the Negative." *Thinking & Reasoning*, 20, 500-512.

Silvera, David H., Bruce E. Pfeiffer, Frank R. Kardes, Ashley Rae Arsena, and R. Justin Goss (2014), "Using Imagine Instructions to Induce Consumers to Generate Ad-Supporting Content." *Journal of Business Research*, 67, 1567-1572.

Sanbonmatsu, David M., Dominika Mazur, Bruce E. Pfeiffer, Frank R. Kardes, and Steven S. Posavac (2012), "The Less the Public Knows the Better? The Effects of Increased Knowledge on Celebrity Evaluations." *Basic and Applied Social Psychology*, 34, 499-507.

- Herr, Paul M., Christine M. Page, Bruce E. Pfeiffer, and Derick Davis (2012), "Affective Influences on Evaluative Processing," *Journal of Consumer Research*, 38, 833-845.
- Kardes, Frank R., Bruce E. Pfeiffer, and Jennifer Bechkoff (2012). "Omission Neglect in Consumer Judgment and Choice," in Ylenia Spiteri and Elizabeth M. Galea (Eds.), *Psychology of Neglect*. New York: Nova Science Publishing. (Reprinted in *International Journal of Psychology Research*, 7(1), 23-30, 2012)
- Kardes, Frank R., Perilou Goddard, Xiaoqi Han, and Bruce E. Pfeiffer (2011), "Media and Consumer Psychology," in P. Martin, F. Cheung, M. Kyrios, L. Littlefield, M. Knowles, J. Prieto, and B. Overmeir (Eds.), *The IAAP Handbook of Applied Psychology*. Richmond, Victoria, Australia: Wiley-Blackwell.
- Bruce E. Pfeiffer and Frank R. Kardes (2010), "Advertising Psychology," in I.B. Weiner and W.E. Craighead (Eds.) *Corsini Encyclopedia of Psychology*. New York: John Wiley and Sons.
- Godes, David, Dina Mayzlin, Yubo Chen, Sanjiv Das, Chrysanthos Dellarocas, Bruce Pfeiffer, Barak Libai, Subrata Sen, Mengze Shi, and Peeter Verlegh (2005), "The Firm's Management of Social Interactions," *Marketing Letters*, 16, 415-428.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

- Pfeiffer, Bruce E., Hélène Deval, David H. Silvera, Frank R Kardes, and Maria L. Cronley (2015), "Thought Induced Attitude Depolarization," *Proceedings of the Society for Consumer Psychology*, eds. Andrea Morales and Patti Williams, Phoenix, AZ.
- Deval, Hélène, Bruce E. Pfeiffer, Douglas R. Ewing, Xiaoqi Han, Maria L. Cronley, and Frank R. Kardes (2013), "Effects of Construal Level on Omission Detection and Multiattribute Evaluation," *Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna Labroo, Chicago, IL.
- Pfeiffer, Bruce E., Hélène Deval, Frank R Kardes, David H. Silvera, and Maria L. Cronley (2012), "The Effect of Message Credibility, Need for Cognitive Closure, and Information Sufficiency on Thought-Induced Attitude Change," *Advances in Consumer Research*, Volume 40, eds. Zeynep Gurhan-Canli, Cele Otnes, Juliet Rui Zhu, Vancouver, B.C.
- Deval, Hélène, Frank R. Kardes, and Bruce E. Pfeiffer (2011), "When Do Metacognitive Experiences Matter? The Different Roles of Ease of Retrieval," *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, Rebecca K. Ratner, St. Louis, MO.
- Faber, Michael A., Bruce E. Pfeiffer, and Melissa Bishop (2011), "Priming Identity Affects Consumer Attitudes Toward Green Products. *Second Biennial Conference of the Association for Research in Personality*, Riverside, CA.
- Mazur, Dominika, Bruce E. Pfeiffer, Steve S. Posavac, Frank R. Kardes, David M. Sanbonmatsu (2011), "Marketing Celebrity Figures: The Less the Public Knows the Better?" *Society for Personality and Social Psychology Conference*, San Antonio, TX.
- Deval, Hélène, Bruce E. Pfeiffer, and Frank R. Kardes (2010), "Subliminal Prime-to-Behavior Effects," *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, Stijn M. J. van Osselaer, Jacksonville, FL.

- Pfeiffer, Bruce E., Hélène Deval, Frank R Kardes, David H. Silvera, and Maria L. Cronley (2010), "The Effects of Consumer Implicit Theories and Need for Cognitive Closure on Attitude Polarization," *Proceedings of the Society for Consumer Psychology*, eds. Adam Duhachek and Meg Meloy, St. Pete Beach, Florida.
- Deval, Hélène, Bruce E. Pfeiffer, Frank R. Kardes, Edward R. Hirt, Samuel C. Karpen, and Bob M. Fennis (2009), "Effects of Confusion on Resistance to Persuasion," *Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman, Rik Pieters, Pittsburgh, PA.
- Arsena, Ashley, Rae Arsena, R. Justin Goss, David H. Silvera, Frank R. Kardes, and Bruce E. Pfeiffer (2009), "Imagine Instructions: When do they Help or Hurt Persuasion?," *Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman, Rik Pieters, Pittsburgh, PA.
- Pfeiffer, Bruce E., Paul M. Herr, and Christine Page (2009), "Asymmetric Associations and Affective Evaluations: Influences of Positive and Negative Affect," *Proceedings of the Association for Consumer Research - Asia Pacific*, Volume 8, eds. Dipankar Chakravarti, Rajiv Vaidyanathan, and Sridhar Samu, Hyderabad, India, p. 197.
- Deval, Hélène, Bruce E. Pfeiffer, Douglas R. Ewing, Xiaoqi Han, Maria L. Cronley, and Frank R. Kardes (2009), "The Role of Temporal Construal in Omission Neglect," *Proceedings of the Society for Consumer Psychology*, eds. Alexander Chernev, Michal Herzstein, and Shailendra Pratap Jain, San Diego, CA, p. 251.
- Pfeiffer, Bruce E., Susan Powell Mantel, and Frank R. Kardes (2008), "Conversational Inference and the Trivial Attribute Effect," *Proceedings of the Society for Consumer Psychology*, eds. Maria Cronley and Dhananjay Nayakankuppam, New Orleans, LA, p. 296.
- Pfeiffer, Bruce E., Paul M. Herr, and Christine M. Page (2007), "The Role of Affect in Asymmetric Evaluative Judgments," *Haring Symposium*, University of Indiana, Bloomington, Indiana.
- Page, Christine M., Bruce E. Pfeiffer, and Paul M. Herr (2007), "Affect and Asymmetric Association of Positive and Negative Judgments," *Proceedings of the Society for Consumer Psychology*, eds. Dawn Lerman and David Luna, Las Vegas, NV, p. 14.

RESEARCH UNDER REVIEW AND IN PROGRESS

- Deval, Hélène, Bruce E. Pfeiffer, and Frank R. Kardes, "Priming Money: Motivational vs. Non-Motivational Prime-to-Behavior Effects."
- Pfeiffer, Bruce E., Hélène Deval, Frank R Kardes, David H. Silvera, and Maria L. Cronley, "The Effect of Message Credibility, Need for Cognitive Closure, and Information Sufficiency on Thought-Induced Attitude Change."
- Pfeiffer, Bruce E. and Frank R. Kardes, "Omission Detection and Inferential Adjustment."
- Deval, Hélène, Frank R. Kardes, and Bruce E. Pfeiffer. "The Role of Accessibility Experiences in Attitude Formation: Effects of Stimulus-Based versus Memory-Based Processing."
- Mantel, Susan Powell, Maria L. Cronley, and Bruce E. Pfeiffer. "The Effectiveness of Emerging Media in Generating Brand Attitude and Loyalty."

Mantel, Susan Powell, Bruce E. Pfeiffer, and Maria L. Cronley, “Inferred Efficacy and Product Risk.”

Herr, Paul M., Derick F. Davis, Xingbo Li, and Bruce E. Pfeiffer. “Detecting the Occurrence and Impact of Mental Simulation.”

Kardes, Frank R., Bob M. Fennis, Edward R. Hirt, Bruce E. Pfeiffer, and H  l  ne Deval, “New Ways of Implementing the Disrupt-then-Reframe Influence Technique.”

Pfeiffer, Bruce E. and Paul M. Herr, “Negation, Acquiescence, and the Asymmetric Association of Positive and Negative Judgments.”

Pfeiffer, Bruce E., Frank R. Kardes, and Susan Powell Mantel, “Conversational Inferences and the Trivial Attribute Effect.”

Deval, H  l  ne, Bruce E. Pfeiffer, and Frank R. Kardes, “Evaluative Judgment, Regulatory Focus, and Selective Processing.”

Kardes, Frank R., Alice M. Isen, and Bruce E. Pfeiffer, “The Dilution Effect and Temporal Construal.”

Pfeiffer, Bruce E., “Pluralistic Ignorance and Consumer Behavior.”

PUBLICITY (Selected Media Mentions)

Sanbonmatsu, David M., Dominika Mazur, Bruce E. Pfeiffer, Frank R. Kardes, and Steven S. Posavac (2012), “The Less the Public Knows the Better? The Effects of Increased Knowledge on Celebrity Evaluations.” *Basic and Applied Social Psychology*, 34, 499-507.

- Washington Post (October 3, 2012) [Link](#)
- The O'Reilly Factor (September 26, 2012)
- Fosters Daily (September 26, 2012) [Link](#)
- Futurity (August 8, 2012) [Link](#)

Herr, Paul M., Christine M. Page, Bruce E. Pfeiffer, and Derick Davis (2012), “Affective Influences on Evaluative Processing.” *Journal of Consumer Research*, 38, 833-845.

- The Atlantic (July 19, 2011) [Link](#)
- Business Insider (Dec. 15, 2011) [Link](#)
- The Nation (July 16, 2011) [Link](#)
- MSN (July 16, 2011) [Link](#)
- Science Daily (July 15, 2011) [Link](#)

TEACHING EXPERIENCE

Average Instructor Ratings, University of New Hampshire (2008 to present):

4.87/5.00 Undergraduate

4.90/5.00 Graduate

Consumer/Buyer Behavior (Fall 2010 to present), University of New Hampshire

Honors: The Research Process (Fall 2017), University of New Hampshire

Consumer/Buyer Behavior (MBA) (Fall 2010; Fall 2012; Fall 2017), University of New Hampshire

Principles of Marketing (Fall 2008 to Spring 2010), University of New Hampshire

Advertising Management (Spring 2007), University of Cincinnati

Sales Management (Spring 2006), University of Colorado at Boulder

Advertising and Promotion (Spring 2003 to 2006), University of Colorado at Boulder

PROFESSIONAL SERVICE

Department

Department Coordinator, Paul College Major Option Fair/Soph. Meeting (2008 to 2017)
Department Coordinator, Paul College Open House (2009 to 2017)
Chair, Faculty Search Committee – one hire (April 2015 to December 2015)
Member, Faculty Search Committee – one hire (January 2016 to April 2016)
Member, Department Promotion & Tenure Committee, - two cases (Sept 2015 to Nov 2015)
Member, Faculty Search Committee (July 2013 to December 2013)
Member, Faculty Search Committee (July 2012 to December 2012)
Member, Faculty Search Committee (July 2008 to December 2008)
Course Coordinator, ADMN 651 Principles of Marketing (2008 to 2010)
Marketing Workshop Judge for GM&U Competition (2009)

College

Chair, Policy and Procedures Committee (January 2015 to Present)
Member, Policy and Procedures Committee (September 2014 to December 2014)
Member, Promotion & Tenure Committee (October 2016 to May 2018)
Director, Behavioral Research Lab (September 2014 to Present)
Chair, Behavioral Lab Committee (February 2009 to Present)
Member, AACSB Faculty 5th Year Review Working Group (January 2018 to Present)
Member, Business in Practice Faculty Interest Group (January 2018 to Present)
Co-organizer, Junior Faculty Works-in Progress Program (October 2017 to present)
Member, Undergrad. Curriculum Review Task Force (September 2016 to December 2017)
Member, PBAF Bylaws Committee (November 2015 to April 2016)
Member, Honors Program Task Force (September 2014 to May 2016)
Member, Workload Policy Committee (January 2010 to April 2011)

University

Commencement Faculty Marshal (2011 to Present)
UNH Sales Case Competition Judge (April 2014)
Faculty Senate (April 2010 to December 2010; September 2011 to June 2012)
Research and Public Service Committee (August 2010 to December 2010; September 2012 to June 2012)
Department Coordinator, UNH Open House (2009 to Present)

Academic Community

Reviewer, *Journal of Consumer Research* (2014 to Present)
Reviewer, *Marketing Letters* (2011 to Present)
Reviewer, *Basic and Applied Social Psychology* (2013 to Present)
Reviewer, *Journal of Consumer Behaviour* (2017 to Present)
Reviewer, *Nonprofit and Voluntary Sector Quarterly* (2017 to Present)
Reviewer, Association for Consumer Research (2009 to Present)
Reviewer, Society for Consumer Psychology (2008 to Present)
Program Committee, Society for Consumer Psychology (August 2010 to February 2011)
Reviewer, Product Development and Management Association (2011)
Reviewer, AMA Global Marketing SIG Conference (2017)
Reviewer, *Consumer Behavior*, 1e, Cengage Learning/South-Western Publishing (2009)
Session Chair, Society for Consumer Psychology (2008)

HONORS AND AWARDS

Best Reviewer Award (2017) AMA Global Marketing SIG Conference
Excellence in Teaching Award (2014) Paul College, University of New Hampshire
CoB Outstanding Graduate Research Award (2008), University of Cincinnati
Haring Symposium Fellow (2007), Indiana University

Hart Research Fellowship (2001, 2004), University of Colorado

INDUSTRY EXPERIENCE

Director of Marketing and Sales, Commercial Lithographing Company, Kansas City, Missouri, April 1998 – June 2000.

Marketing and Sales Manager, Commercial Lithographing Company, Kansas City, Missouri, February 1994 – April 1997.

Sales Representative, Commercial Lithographing Company, Kansas City, Missouri, September 1991 – February 1994.

Board Member, Printing Industry Association of the Heartland, Kansas City, Missouri January 1998 – June 2000.

Board Member, Printing Industry Association of the Heartland, Kansas City, Missouri January 1994 – December 1996.

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
Association for Psychological Science

REFERENCES

Available upon request.