

Bruce E. Pfeiffer

Curriculum Vitae

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Peter T. Paul College of Business and Economics
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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, B. E., Sundar, A., & Cao, E. (2022). The influence of language style (formal vs. colloquial) on the effectiveness of charitable appeals. *Psychology & Marketing*, 40, 542-553.

Pfeiffer, B. E., Deval, H., & Kardes, F. R. (2022). Financial scarcity and caloric intake: It is not always about motivation. *Journal of Consumer Behaviour*, 21(6), 1454-1463.

Sundar, A., Pothier, W. G., Pfeiffer, B., & Lei, L. (2022). The Renewal Workshop: Consumer Considerations in a Global Supply Chain. *SAGE Business Cases Originals*.

Pfeiffer, B. E., Sundar, A., & Deval, H. (2021). Not too ugly to be tasty: Guiding consumer food inferences for the greater good. *Food Quality and Preference*, 92, 104218.

Pfeiffer, B. E., Deval, H., Silvera, D. H., Cronley, M. L., & Kardes, F. R. (2019). The effect of message credibility, need for cognitive closure, and information sufficiency on thought-induced attitude change. *Marketing Letters*, 30, 193-205.

- Pfeiffer, B. E., Deval, H., Kardes, F. R., Ewing, D. R., Han, X., & Cronley, M. L. (2014). Effects of construal level on omission detection and multiattribute evaluation. *Psychology & Marketing*, 31(11), 992-1007.
- Pfeiffer, B. E., Deval, H., Kardes, F. R., Hirt, E. R., Karpen, S. C., & Fennis, B. M. (2014). No product is perfect: The positive influence of acknowledging the negative. *Thinking & reasoning*, 20(4), 500-512.
- Silvera, D. H., Pfeiffer, B. E., Kardes, F. R., Arsena, A., & Goss, R. J. (2014). Using imagine instructions to induce consumers to generate ad-supporting content. *Journal of Business Research*, 67(7), 1567-1572.
- Sanbonmatsu, D. M., Mazur, D., Pfeiffer, B. E., Kardes, F. R., & Posavac, S. S. (2012). The less the public knows the better? The effects of increased knowledge on celebrity evaluations. *Basic and applied social psychology*, 34(6), 499-507.
- Herr, P. M., Page, C. M., Pfeiffer, B. E., & Davis, D. F. (2012). Affective influences on evaluative processing. *Journal of Consumer Research*, 38(5), 833-845.
- Kardes, F. R., Pfeiffer, B. E., & Bechkoff, J. (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, F. R., Goddard, P., Han, X., & Pfeiffer, B. E. (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.
- Pfeiffer, B. E., & Kardes, F. R. (2010). "Advertising Psychology," in I.B. Weiner and W.E.Craighead (Eds.) *Corsini Encyclopedia of Psychology*. New York: John Wiley and Sons.
- Godes, D., Mayzlin, D., Chen, Y., Das, S., Dellarocas, C., Pfeiffer, B., ... & Verleghe, P. (2005). The firm's management of social interactions. *Marketing letters*, 16, 415-428.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

- Aparna Sundar, Edita Cao, and Bruce E. Pfeiffer (2020), "Ask Formally: the Role of Formality on Charitable Giving", in NA - Advances in Consumer Research Volume 48, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, Pages: 722-721.
- 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, H el ene, 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, H el ene, 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., H el ene 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, H el ene, 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, H el ene, 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.

TEACHING EXPERIENCE

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

4.89/5.00 Undergraduate

4.86/5.00 Graduate

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

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

Consumer/Buyer Behavior (MBA) (Fall 2010; Fall 2012; Fall 2017, Spring 2021), 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

Member, Faculty Search Committee (2008, 2012, 2013, 2016, 2019, 2022)

Member, Department Promotion & Tenure Committee (2015, 2018, 2019)

Member, Department Interim Review Committee (2020)

Chair, Department Interim Review Committee (2019)

Department Coordinator, Paul College Major Option Fair/Soph. Meeting (2008-2017)

Department Coordinator, Paul College Open House (2009-2017)

Chair, Faculty Search Committee (2015)

Course Coordinator, ADMN 651 Principles of Marketing (2008-2010)

College

Member, Honors Program Task Force (2014 - 2016; 2021 to present)

Co-organizer, Junior Faculty Works-in Progress Program (2017 to 2021)

Chair, Policy and Procedures Committee (2015 to Present)

Director, Behavioral Research Lab (2014 to Present)

Chair, Behavioral Lab Committee (2009 to Present)

Presenter, Paul College Admitted Students Day (2020; 2021)

Member, AACSB Faculty Qualifications Task Force (2021)

Faculty Advisor, Holloway Prize Competition (2015, 2021)

Member, AACSB Faculty 5th Year Review Working Group (2018-2019)

Member, Business in Practice Faculty Interest Group (2018 to 2019)

Member, Promotion & Tenure Committee (2016 to 2018)

Member, Undergrad. Curriculum Review Task Force (2016 - 2017)

Member, PBAF Bylaws Committee (2015 - 2016)

Member, Policy and Procedures Committee (September 2014 to December 2014)

Member, Workload Policy Committee (2010 - 2011)

University

Paul College Honors Liaison (2021 to present)

Commencement Faculty Marshal (2011 to Present)

Advisor, Student Designed Major (2019 - 2020)

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)

Academic Community

Editorial Board, *Basic and Applied Social Psychology* (2019 to Present)
Ad Hoc Reviewer, *Journal of Consumer Behaviour* (2017 to Present)
Ad Hoc Reviewer, *Nonprofit and Voluntary Sector Quarterly* (2017 to Present)
Ad Hoc Reviewer, *Journal of Consumer Research* (2014 to Present)
Ad Hoc Reviewer, *Marketing Letters* (2011 to Present)
Ad Hoc Reviewer, Association for Consumer Research (2009 to Present)
Ad Hoc Reviewer, Society for Consumer Psychology (2008 to Present)
Program Committee, Association for Consumer Research Conference (2019)
Ad Hoc Reviewer, AMA Global Marketing SIG Conference (2017)
Ad Hoc Reviewer, *Basic and Applied Social Psychology* (2013-2019)
Program Committee, Society for Consumer Psychology (2011)
Ad Hoc Reviewer, Product Development and Management Association (2011)
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

PROFESSIONAL AFFILIATIONS

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