

Justin Pomerance
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Paul College of Business and Economics
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Academic Appointments

Fall 2020 – present: Assistant Professor of Marketing, Peter T. Paul College of Business and Economics, University of New Hampshire.

Education

Ph.D.	University of Colorado, Boulder: 2020 Business Administration (Marketing) Dissertation: <i>Two Essays Toward a Conceptual Framework for the Pain of Paying</i>
B.A.	Middlebury College: 2013 (<i>Magna cum Laude</i>) Economics (<i>Highest Honors</i>)

Publications

Joe Gladstone and Justin Pomerance (2025) “A Glass Half Full of Money: Dispositional Optimism and Wealth Accumulation Across the Income Spectrum,” *Journal of Personality and Social Psychology*, 128 (1), 147.

Pomerance, Justin and Leaf Van Boven (2024), “Party Over Product: the Role of Politics in Choosing Consumptions Decisions for the Self and for Others,” *International Journal of Research in Marketing*, forthcoming.

*Featured in [IJRM newsletter](#); featured in UNH PR release, MSN.

Pomerance, Justin, and Nicholas Reinholtz (2024), “Cut me some slack! How perceptions of financial slack influence pain of payment,” *Psychology & Marketing*, 41(5), 1100–1114, <https://doi.org/10.1002/mar.21970>.

Pomerance, Justin, Nicholas Light, and Lawrence E. Williams (2022), “In these uncertain times: Fake news amplifies the desires to save and spend in response to COVID-19,” *Journal of the Association for Consumer Research*, 7(1), 45–53.

Research Under Review

Campbell, Margaret, Justin Pomerance and Erin Percival-Carter “How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness.”
Conditional Acceptance at the Journal of Consumer Research

Pomerance, Justin and Ermira Zifla, “Beyond the Bottom Line: The Influence of Political Ideology on Preference for Corporate Sociopolitical Activism.”
Revising for re-submission at the Journal of Business Research

Prolo, Stablum, Vacondio... Pomerance... Lotto, Ruggeri, and Rubaltelli (large multi-site, multi-author collaboration*), “The Robustness Of Mental Accounting: A Global Perspective.”
Revising for re-submission at the Journal of Consumer Research
*Justin Pomerance facilitated data collection, and provided extensive commentary on the revision and response letter.

Manuscripts in Preparation + Research In Progress

Hattula, Johannes, Justin Pomerance, and Leaf Van Boven, “Similarity Perceptions Decrease Managers’ Use of Market Research in Consumer Preference Predictions.”
Preparing for submission to the Journal of the Academy of Marketing Science

Pomerance, Justin, and Daniel Russman, “It’s Not For You: Overestimating Others’ Mental Health Stigma.”
Currently preparing manuscript.

Pomerance, Justin and Bruce Pfeiffer, “The Politics of Self-Care: Conservatism, Identity, and the Specificity of Mental Health Consumption.”
Currently fielding data.
Winner of SCP 2025 (Las Vegas) Best Working Paper Award

Pomerance, Justin, Nicholas Light and Lawrence E. Williams (equal authorship), “Biting The Bullet: People Overestimate Consumer Backlash Against Firm Action To Reduce Gun Violence.”
Currently preparing manuscript.

Pomerance, Justin, and Brittany Lambert, “Mapping Barriers to Consumption of Mental Health and Wellness Services.”
Recipient of grant funding from the Marketing Science Institute
Currently fielding data.

Pomerance, Justin and Chris Bechler, “Potential Backfire Effects of Resale Value Consideration.”
Currently fielding data.

Conferences and Invited Talks

Invited Talks

University of Oregon (Spring 2024), *Overestimating Mental Health Stigma*
University of Colorado (Spring 2023), *Overestimating Mental Health Stigma*
George Mason University (Spring 2022), *Exaggerating Partisan Preference Polarization*

Conference Presentations

Pomerance, Justin and Bruce Pfeiffer, “The Politics of Self-Care: Conservatism, Identity, and the Specificity of Mental Health Consumption,” working paper at the Society for Consumer Psychology Conference (2025: Las Vegas).
Winner of SCP 2025 (Las Vegas) Best Working Paper Award

Misperceiving Mental Health Stigma: Consumers Overestimate Stigma And Underestimate Interest In Mental Health Consumption (with Daniel Russman, graduate student). Invited presentation at Colorado Winter Conference on Marketing and Cognition (2025: Steamboat Springs, Colorado).

Campbell, Margaret, Justin Pomerance and Erin Percival-Carter “How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness.” Presentation at the Association for Consumer Research Conference (2024: Paris)

Misperceiving Mental Health Stigma: Consumers Overestimate Stigma And Underestimate Interest In Mental Health Consumption (with Daniel Russman, graduate student), competitive paper at the Association for Consumer Research Conference (2024: Paris).

I’ll Go if You Go: The Role of Normative Influence in Mental Health Consumption (with Bruce Pfeiffer), working paper at the Association for Consumer Research Conference (2024: Paris).

Invited Discussant on Payment Channels at the Boulder Summer Conference on Consumer Financial Decision Making (2024: Boulder, Colorado).

Biting The Bullet: People Overestimate Consumer Backlash Against Firm Action To Reduce Gun Violence (with Lawrence Williams and Nicholas Light), poster at the Society for Judgment and Decision Making Conference (2022), and the Association for Marketing Research Conference on Public Policy and Marketing (2022: Austin TX). Also presented at the 2023 Association for Consumer Research Conference in Seattle.

Believing in a Brighter Future: Optimism Promotes Savings Among Low Income Households (with Joe Gladstone), special session at the Association for Consumer Research Conference (2021).

Thanks, it was on Sale! The Desire to Justify Prices Paid to Others (with Sharaya Jones), poster at the Society for Consumer and Psychology Conference (2022).

Party Over Product: the Role of Politics in Choosing Consumption Decisions for the Self and for Others (with Leaf Van Boven), poster at the Society for Consumer Psychology Conference (2019: Savannah).

Beyond Paper or Plastic: Mental Representations of Financial Resources Influence Pain of Payment (with Nicholas Reinholtz and Avni M. Shah), poster at the Society for Consumer Psychology Conference (2017: Dallas), special session co-chaired with Nicholas Reinholtz at the Association for Consumer Research Conference (2018: Dallas TX), Leeds School of Business MRSS Speaker Series (2018).

Impacts of the 2008 Financial Crisis on Social Trust (with Laura Michaelson), poster at the Consumer Financial Decision Making Conference (2017: Boulder).

Moderating the Progress Bias: The Role of Regulatory Focus (with Margaret C. Campbell and Caleb Warren), special session co-chaired with Margaret C. Campbell at the Society for Consumer Psychology (2017: San Francisco).

Editing Entertainment: Length Constraints, Product Quality, And The Motion Picture Industry (with Peter McGraw and Anika Stuppy), ISMS Marketing Science Conference (2017: Los Angeles CA), European Marketing Association Conference, (2017: University of Groningen)

Selected Doctoral Conferences

AMA Sheth Foundation Doctoral Consortium (2019: New York)

Yale Whitebox Conference (2019: New Haven)

Summer Institute on Bounded Rationality (2017: Berlin)

Selected Doctoral Coursework

General Statistics	Charles Judd, Josh Correll
Quasi Experimental Design	Allison Atteberry
Multi-level Modeling	Allison Atteberry
Consumer and Managerial Decision Making	Peter McGraw
Advanced Research Methods	Angela Bryan
Multivariate Methods	James Nelson
Psychological Approaches to Marketing	Lawrence Williams

Applications of Social Psychology
Design of Experiments in Business
Empirical Models in Marketing

Leaf Van Boven
Nick Reinholz
Yacheng Sun

Research Interests

Economic psychology
Mental health consumption
Political identity

Teaching

UNH

Survey of Marketing (fall 2023)
Digital Marketing (fall 2020–2023, spring 2021–2023)
Integrated Marketing Communications (fall 2021–2023, spring 2021–2023)

CU Boulder

Digital Marketing: Instructor (spring 2017, spring 2018)
Nominated for Frasca Teaching Excellence Award (2017)
Winner of 2017–2018 Graduate Student Teaching Excellence Award
Winner of Spring 2018 PhD Teaching Award (listed below)

Fundamentals of Data Analytics: Teaching Assistant (Nick Reinholtz, summer 2018)
Digital Marketing: Teaching Assistant (Laura Kornish; spring 2017)
MBA Digital Marketing: Teaching Assistant (Laura Kornish; fall 2016)
BASE Business: Guest Lecturer and Data Analyst (Mary Beth Lewis, spring 2016, 2017; Heather Adams, fall 2016)

Recognition

Pomerance, Justin and Bruce Pfeiffer, “The Politics of Self-Care: Conservatism, Identity, and the Specificity of Mental Health Consumption,” working paper at the Society for Consumer Psychology Conference (2025: Las Vegas).
Winner of SCP 2025 (Las Vegas) Best Working Paper Award

CU Boulder

AMA Sheth Foundation Doctoral Consortium (2019: New York)
PhD Teaching Award (spring 2018)
Graduate Student Teaching Excellence Award (2017-2018)
University Fellowship (2017)

Gerald Hart Doctoral Research Fellowship (summer 2016, summer 2018)
Frascona Excellence in Teaching Award Nomination (not eligible to win as PhD Student;
spring 2017)

Service

Field

Ad hoc reviewer at:

Journal of Experimental Psychology General,
Journal of Behavioral and Experimental Economics

Faculty participant in 2022 (Denver) Association for Consumer Research Conference Doctoral Consortium.

Trainee Reviewer, Journal of Consumer Research
Reviewer, Society for Consumer Psychology Conference
Reviewer, Association for Consumer Research Conference

UNH

Member D&I Committee 2021–2022

Spring 2022: administered and lead discussions for documentary book club

Holloway Competition Judge, Spring 2021, 2022, 2023

Member of committee to revise journal list, Summer 2022

Leader of Paul Scholars Discussion Group, Spring 2023

Member of hiring committee, Summer 2022, 2023

Co-Director of Behavioral Lab, 2023–current

Member Undergraduate Curriculum and Policy Committee, 2022–current

CU Boulder

President of Doctoral Business Student Association (2017–2018, 2018–2019)