

August, 2023

Justin Pomerance
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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: *Two Essays Toward a Conceptual Framework for the Pain of Paying*
- B.A. Middlebury College: 2013 (*Magna cum Laude*)
Economics (*Highest Honors*)

Publications

Pomerance, Justin, Nicholas Light and Lawrence E. Williams (equal authorship), “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*, 2022.

Research in Progress

Under Review

Campbell, Margaret, Erin Percival-Carter and Justin Pomerance “How Inferences of Harm to Other Consumers Influence Perceptions of Price (Un)Fairness.”
Under 3rd round of revision at the Journal of Consumer Research

Joe Gladstone and Justin Pomerance “Believing in a Brighter Future: Optimism Promotes Savings Among Low Income Households.”

Revise and re-submit at the Journal of Personality and Social Psychology

Hattula, Johannes, Justin Pomerance, and Leaf Van Boven, “Similarity Perceptions Decrease Managers’ Use of Market Research in Consumer Preference Predictions.”

Revise and re-submit at the International Journal of Research in Marketing

Pomerance, Justin and Leaf Van Boven, “Party Over Product: the Role of Politics in Choosing Consumption Decisions for the Self and for Others.”

Revise and re-submit at the International Journal of Research in Marketing

Pomerance, Justin, Nicholas Reinholtz, “Cut Me Some Slack! Pain of Paying and the Goal to Maintain Financial Slack.”

Under review at Psychology and Marketing

Manuscripts in Preparation

Pomerance, Justin, and Daniel Russman, “Fear Itself: Overestimating Mental Health Stigma Reduces Intentions to Consume of Mental Health Services.”

Research In Progress

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

Pomerance, Justin, and Brittany Lambert, “Mapping Barriers to Consumption of Mental Health and Wellness Services”

Recipient of grant funding from the Marketing Science Institute

Pomerance, Justin and Bruce Pfeiffer, “I’ll Go if You Go: Provincial Norms Mental Health Consumption Over and Above Stigma”

Conferences

Conference Presentations

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
Quasi Experimental Design
Multi-level Modeling
Consumer and Managerial Decision Making

Charles Judd, Josh Correll
Allison Atteberry
Allison Atteberry
Peter McGraw

Advanced Research Methods
Multivariate Methods
Psychological Approaches to Marketing
Applications of Social Psychology
Design of Experiments in Business
Empirical Models in Marketing

Angela Bryan
James Nelson
Lawrence Williams
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

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

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

Member Undergraduate Curriculum and Policy Committee, 2022–current

CU Boulder

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