

VICKI G. MORWITZ

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EDUCATION

- Ph.D., Marketing, 1991, M.A., Statistics, 1989, Wharton School, University of Pennsylvania,
- M.S., Operations Research, 1986, Polytechnic Institute of New York (now Tandon School, NYU)
- B.S., Computer Science and Mathematics, Cook College, 1983, Rutgers, the State University of New Jersey

ACADEMIC WORK EXPERIENCE

- Bruce Greenwald Professor of Business, Columbia Business School, Columbia University, 2019-present
- Harvey Golub Professor of Business Leadership, Stern School of Business, New York University, 2011-2019
- Visiting Scholar, Columbia Business School, Columbia University, Fall 2012, Spring-Summer 2004
- Professor of Marketing, Stern School of Business, New York University, 2005-2011
- Associate Professor of Marketing, Stern School of Business, New York University, 1998-2005
- Visiting Scholar, Haas School of Business, University of California at Berkeley, Summer-Fall 2000
- Visiting Scholar, Yale School of Management, Yale University, Fall 1999
- Visiting Assistant Professor of Marketing, The Wharton School, University of Pennsylvania, 1995-1996
- Assistant Professor of Marketing, Leonard N. Stern School of Business, New York University, 1991-1998
- Lecturer, The Wharton School, University of Pennsylvania, Spring 1991

ACADEMIC HONORS AND AWARDS

- Honorable mention, 2023 EMAC–Sheth Foundation Sustainability Research Competition
- Outstanding review award, *Journal of Consumer Psychology*, 2021
- Outstanding reviewer award, *Journal of Consumer Research*, 2024, 2020, 2014
- Faculty Leadership Award, Stern School of Business, NYU 2016
- Co-chair, Society for Consumer Psychology Doctoral Consortium, 2016
- Fellow, Society for Consumer Psychology, 2014
- President (elected), Society for Consumer Psychology, 2011, member, Board of Directors of SCP, 2010-2012
- Co-chair, First International Society for Consumer Psychology Conference, 2012, Florence, Italy
- Research Professor of Marketing, Leonard N. Stern School of Business, NYU, 2007-2011
- 2008 Best Overall Conference Presentation, The AMA Advanced Research Techniques Forum
- Co-chair, Association for Consumer Research annual conference, 2006, Orlando, FL
- Honorable Mention, 2005 Marketing Science Institute/H. Paul Root Award for the *Journal of Marketing* article published in 2005 that made the greatest contribution to the advancement of the practice of marketing.
- Robert Stansky Faculty Research Fellow, Leonard N. Stern School of Business, NYU, 2004-07
- 2003 Best Reviewer Award, *Journal of Interactive Marketing*
- AMA-Sheth Doctoral Consortium Faculty, 2023, 2021-2019, 2017-2012, 2010, 2008, 2007, 2002, 1999, 1995
- EMAC Colloquium Faculty, 2023, 2021-2013
- ACR Doctoral Symposium Faculty, 2022, 2020-2019, 2014, 2012, 2008
- SCP Doctoral Consortium Faculty, 2023, 2017, 2015, 2013, 2012, 2011
- SMS Doctoral Consortium Faculty, 2003
- Outstanding Paper Award, 2000-0101, *International Journal of Forecasting*
- Nominated, Paul E. Green Award for the 1998 *Journal of Marketing Research* article that demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing
- Edythe and George Heyman Research Fellow, Leonard N. Stern School of Business, NYU, 1998-2001
- Finalist, 1997 O'Dell Award for best article in *Journal of Marketing Research*, judged after 5 years
- Winning award, 1994 Marketing Science Institute Competition on “Pricing and Strategy”
- Finalist, 1994 Robert Ferber Award

- Nominated, 1993-94 Stern Undergraduate Teacher of the Year
- Honorable mention, 1992 MSI Competition on “Understanding the Effects of Direct Marketing”
- Winner, 1991 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
- Fellow, 1990 AMA-Sheth Doctoral Consortium

RESEARCH INTERESTS

- The Validity and Reliability of Purchase Intention Measures
- Effects of Responding to Surveys and Exposure to Survey Results
- Behavioral Aspects of Pricing
- Social Influence on Consumer’s Attitudes and Behavior
- The Impact of Public Health Communication on Positive and Negative Consumption Behaviors

RESEARCH

Articles Published in Refereed Journals:

Munz, Kurt P., Adam Greenberg, and Vicki G. Morwitz (2025), “Spreading of Alternatives Without a Perception of Choice,” *Psychological Review*, forthcoming.

Spann, Martin, Marco Bertini, Oded Koenigsberg, Robert Zeithammer, Diego Aparicio, Yuxin Chen, Fabrizio Fantini, Ginger Zhe Jin, Vicki G. Morwitz, Peter Popkowski Leszczyc, Maria Ana Vitorino, Gizem Yalcin Williams, and Hyesung Yoo (2025), “Algorithmic Pricing: Implications for Marketing Strategy and Regulation,” *International Journal of Research in Marketing*, forthcoming.

Wu, Alisa, and Vicki G. Morwitz (2025), “Digital Therapy for Negative Consumption Experiences: The Impact of Emotional and Rational Reviews on Review Writers,” *Journal of Consumer Research*, 51 (5), 937-958.

Duani, Nofar, Alix Barasch, and Vicki G. Morwitz (2024), “Demographic Pricing in the Digital Age: Assessing Fairness Perceptions in Algorithmic versus Human-Based Price Discrimination,” *Journal of the Association for Consumer Research*, 9 (3), 257-268.

Hong, Jennifer, Chiara Longoni, and Vicki G. Morwitz (2024), “Proximity Bias: Interactive Effect of Spatial Distance and Outcome Valence on Probability Judgments,” *Journal of Consumer Psychology*, 34 (1), 18-34.

Johnson, Eric J., Eli R. Sugarman, Vicki G. Morwitz, Gita V. Johar, and Michael W. Morris (2024), “Widespread Misestimates of Greenhouse Gas Emissions Suggest Low Carbon Competence,” *Nature Climate Change*, June 21, 1-8.

Huang, Yanliu, Zhen Yang, and Vicki G. Morwitz (2023), “How Using a Paper versus Mobile Calendar Influences Everyday Planning and Plan Fulfillment,” *Journal of Consumer Psychology*, 33 (1), 115-122.

Ceylon, Melis, Nilüfer Aydınoglu, and Vicki G. Morwitz (2022), “Embarrassed by Calories: Joint Effect of Calorie Posting and Social Context,” *Journal of the Association for Consumer Research*, 7 (4), 482-491.

Gurdamar-Okutur, Simona Botti, and Vicki G. Morwitz (2022), “Advance Care Plans: Planning for Critical Healthcare Decisions,” *Journal of the Association for Consumer Research*, 7 (2), 210-221.

Hadar, Liat, Shai Danziger, and Vicki G. Morwitz (2021), “Choice Bracketing and Experience-Based Choice,” *Journal of Behavioral Decision Making*, 34 (3), 405-418.

Santana, Shelle, and Vicki G. Morwitz (2021), “The Role of Gender in Pay-What-You-Want Contexts,” *Journal of Marketing Research*, 58 (2), 265-281.

Bauer, Johannes, Vicki G. Morwitz, and Liane Nagengast (2021), "Interest-Free Financing Promotions Increase Consumers' Demand for Credit for Experiential Goods," *Journal of the Association for Consumer Research*, 6 (1), 54-66.

Santana, Shelle, Steven Dallas, and Vicki G. Morwitz (2020), "Consumers' Reactions to Drip Pricing," *Marketing Science*, 39 (1), 188-210.

MacInnis, Deborah Vicki G. Morwitz, Simona Botti, Donna Hoffman, Robert Kozinets, Donald R. Lehmann, John G. Lynch, and Connie Pechmann (2020), "Creating Boundary-Breaking Marketing-Relevant Consumer Research," *Journal of Marketing*, 84 (2), 1-23.

- Lead article

Santana, Shelle, Manoj Thomas, and Vicki G. Morwitz, and (2020), "The Role of Numbers in the Customer Journey," *Journal of Retailing*, 96 (1), 138-154.

Vadiveloo, Maya, Ludovica Principato, Christina Roberto, Vicki G. Morwitz, and Josiemer Mattei (2019), "Sensory Variety in Shape and Color Influences Fruit and Vegetable Intake, Liking, and Purchase Intentions in Some Subsets of Adults: A Randomized Pilot Experiment," *Food Quality and Preference*, 71, 301-310.

Dallas, Steven, and Vicki G. Morwitz (2018), "There's No Such Thing as a Free Lunch: Consumers' Reactions to Pseudo Free Offers," *Journal of Marketing Research*, 55 (6), 900-915.

Sharma, Eesha, and Vicki G. Morwitz (2016), "Saving the Masses: The Role of Perceived Efficacy in Charitable Giving," *Organizational Behavior and Human Decision Processes*, 135, 45-54.

Greenleaf, Eric A., Eric J. Johnson, Vicki G. Morwitz, and Edith Shalev (2016), "The Price does not Include Additional Taxes, Fees, and Surcharges: A Review of Research on Partitioned Pricing," *Journal of Consumer Psychology*, 26 (1), 105-124.

Cerf, Moran, Eric Greenleaf, Tom Meyvis, and Vicki G. Morwitz (2015), "Using Single-Neuron Recording in Marketing: Opportunities, Challenges, and an Application to Fear Enhancement in Communications," *Journal of Marketing Research*, 52 (4), 530-545.

Danziger, Shai, Hadar Liat, and Vicki G. Morwitz (2014), "Retailer Pricing and Consumer Choice under Price Uncertainty," *Journal of Consumer Research*, 41 (3), 761-774.

Morwitz, Vicki G. (2014), "Insights from the Animal Kingdom," *Journal of Consumer Psychology*, 24 (4), 572-585.

Vadiveloo, Maya, Vicki G. Morwitz, and Pierre Chandon (2013), "Mere Belief Effects: The Effects of Perceived Calorie Restriction and Health Labels on Satiety," *Appetite*, 71 (1), 349-356.

Chakravarti, Amitav, Andrew Grenville, Vicki G. Morwitz, Jane Tang, and Gülden Ülkümen (2013), "Malleable Conjoint Partworths: How the Breadth of Response Scales Alters Price Sensitivity," *Journal of Consumer Psychology*, 23 (4), 515-535.

Bauer, Johannes, Schmitt, Philipp, Vicki G. Morwitz, and Russ Winer (2013), "Managerial Decision Making in Customer Management: Adaptive, Fast and Frugal?" *Journal of Academy of Marketing Science*, 41 (4), 436-455.

Shalev, Edith, and Vicki G. Morwitz (2013), "Does Time Fly When You're Counting Down? The Effect of Counting Direction on Subjective Time Judgments," *Journal of Consumer Psychology*, 23 (2), 220-227.

Lynch, John G., Joseph W. Alba, Aradhna Krishna, Vicki G. Morwitz, and Zeynep Gürhan-Canli, (2012), "Knowledge Creation in Consumer Research: Multiple Routes, Multiple Criteria," *Journal of Consumer Psychology*, 22 (4), 473-485.

Smith, Ronn J., Pierre Chandon, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2012), "How to Help People Change Their Habits: Asking about Their Plans," *Yale Economic Review*, VIII (1), 15-17.

Vadiveloo, Maya, Vicki G. Morwitz, and Pierre Chandon (2012), "Mere Belief Effects: The Effect of Health Labels on Food Consumption and Self-Reported Satiety," *Journal of the Academy of Nutrition and Dietetics*, 112 (9), A86.
Raghubir, Priya, Vicki G. Morwitz, and Shelle Santana (2012), "Europoly Money: The Impact of Currency Framing on Tourists' Spending Decisions," *Journal of Retailing*, 86 (1), 7-19.

- Lead article

Shalev, Edith and Vicki G. Morwitz (2012), "Influence via Comparison-Driven Self Evaluation and Restoration: The Case of the Low-Status Influencer," *Journal of Consumer Research*, 38 (5), 964-980.

Chandon, Pierre, Ronn J. Smith, Vicki G. Morwitz, Eric R. Spangenberg, and David E. Sprott (2011), "When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms," *Journal of Consumer Research*, 38 (3), 420-430.

Raghubir, Priya, Vicki G. Morwitz, and Amitav Chakravarti (2011), "Spatial Categorization and Time Perception: Does it Take Less Time to Get Home?" *Journal of Consumer Psychology*, 21 (2), 192-198.

Sun, Baohong and Vicki G. Morwitz (2010), "Stated Intentions and Purchase Behavior: A Unified Model," *International Journal of Research in Marketing*, 27 (4), 356-366.

Ülkümen, Gülden, Amitav Chakravarti, and Vicki G. Morwitz (2010), "Categories Create Mindsets: The Effect of Exposure to Broad versus Narrow Categorizations on Subsequent, Unrelated Decisions," *Journal of Marketing Research*, 47 (4), 659-671.

Thomas, Manoj and Vicki G. Morwitz (2009), "The Ease of Computation Effect: The Interplay of Metacognitive Experience and Naive Theories in Judgments of Numerical Difference," *Journal of Marketing Research*, 46 (1), 81-91.

Ülkümen, Gülden, Manoj Thomas, and Vicki G. Morwitz (2008), "Will I Spend More in 12 Months or a Year? The Effect of Ease of Estimation and Confidence on Budget Estimates," *Journal of Consumer Research*, 35 (2), 245-56.

Morwitz, Vicki G. (2008), "Marketing Extends beyond Humans," *Journal of Business Research*, 61 (5), 544-545.

Morwitz, Vicki G., Joel Steckel, and Alok Gupta (2007), "When do Purchase Intentions Predict Sales?" *International Journal of Forecasting*, 23 (3), 347-364.

Chandran, Sucharita and Vicki G. Morwitz (2006), "The Price of 'Free'-dom: Consumer Sensitivity to Promotions with Negative Contextual Influences," *Journal of Consumer Research*, 33 (3), 384-392.

Sprott, David E., Eric R. Spangenberg, Lauren G. Block, Gavan J. Fitzsimons, Vicki G. Morwitz, and Patti Williams (2006), "The Question-Behavior Effect: What We Know and Where We Go From Here," *Social Influence*, 1 (June), 128-137.

Young Holt, Bethany, Vicki G. Morwitz, Long Ngo, Polly Harrison, Kevin Whaley, and Anh-Hoa Nguyen (2006), "Microbicide Preference Among Female College Students in California," *Journal of Women's Health*, 15 (3), 281-294.

Chandran, Sucharita and Vicki G. Morwitz (2005), "Effect of Participative Pricing on Consumers' Cognitions and Actions: A Goal Theoretic Perspective," *Journal of Consumer Research*, 32 (2), 249-259.

Morwitz, Vicki G. (2005), "The Effect of Survey Measurement on Respondent Behavior," *Applied Stochastic Models in Business and Industry*, 21, 451-455.

Thomas, Manoj and Vicki G. Morwitz (2005), "Penny Wise and Pound Foolish: The Left Digit Effect in Price Cognition," *Journal of Consumer Research*, 32 (1), 54-64.

Chandon, Pierre, Vicki G. Morwitz, and Werner J. Reinartz (2005), "Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research," *Journal of Marketing*, 69 (2), 1-14.

- Lead article
- This paper received honorable mention for the Marketing Science Institute/H. Paul Root Award for the *Journal of Marketing* article published in 2005 that made the greatest contribution to the advancement of the practice of marketing.

Chandon, Pierre, Vicki G. Morwitz, and Werner J. Reinartz (2004), "The Short- and Long-Term Effects of Measuring Intent to Repurchase" *Journal of Consumer Research*, 31 (3), 566-572.

Morwitz, Vicki G. and Gavan J. Fitzsimons (2004), "The Mere Measurement Effect: Why Does Measuring Intentions Change Actual Behavior?" *Journal of Consumer Psychology*, 14 (1&2), 64-74.

Dholakia, Utpal M. and Vicki G. Morwitz (2002), "The Scope and Persistence of Mere-Measurement Effects: Evidence from a Field-Study of Customer Satisfaction Measurement," *Journal of Consumer Research*, 29 (2), 159-167.

- Lead article

Block, Lauren, Vicki G. Morwitz, William P. Putsis Jr., and Subrata Sen (2002), "Assessing the Impact of Anti-Drug Advertising on Adolescent Drug Consumption: Results from a Behavioral Economic Model," *American Journal of Public Health*, 92 (8), 1346-1351.

Dholakia, Utpal M. and Vicki G. Morwitz (2002), "How Surveys Influence Customers," *Harvard Business Review*, 80 (5), 18-19.

Hsiao, Cheng, Baohong Sun, and Vicki G. Morwitz (2002), "The Role of Stated Intentions in New Product Purchase Forecasting," *Advances in Econometrics*, 16, 11-28.

- Lead article

Morwitz, Vicki G. (2001), "Methods for Forecasting from Intentions Data," *AIDS*, 15 (February), S23.

Sen, Sankar, Zeynep Gurhan-Canli, and Vicki G. Morwitz (2001), "Withholding Consumption: A Social Dilemma Perspective on Consumer Boycotts," *Journal of Consumer Research*, 28 (3), 399-417.

Armstrong, J. Scott, Vicki G. Morwitz, and V. Kumar (2000), "Sales Forecasts for Existing Consumer Products and Services: Do Purchase Intentions Contribute to Accuracy?" *International Journal of Forecasting*, 16 (3), 383-397.

- This paper was named as one of four outstanding papers published in the *International Journal of Forecasting* for the period 2000-01

Block, Lauren and Vicki G. Morwitz (1999), "Shopping Lists as an External Memory Aid for Grocery Shopping: Influences on List Writing and List Fulfillment," *Journal of Consumer Psychology*, 8 (4), 343-376.

- Lead article

Morwitz, Vicki G., Eric Greenleaf, and Eric Johnson (1998), "Divide and Prosper: Consumers' Reactions to Partitioned Prices," *Journal of Marketing Research*, 35 (4), 453-463.

- This paper was nominated for the Paul E. Green Award for the *Journal of Marketing Research* article published in 1998 that shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.
- The proposal for this research was one of two grant winners in the 1994 MSI Pricing Strategy Competition.

Morwitz, Vicki G. and David C. Schmittlein (1998), "Testing New Direct Marketing Offerings: The Interplay of Management Judgment and Statistical Models," *Management Science*, 44 (5), 610-628.

- The proposal for this research received honorable mention and a grant in the 1992 MSI "Understanding the Effects of Direct Marketing" competition.

Young, Martin R., Wayne S. DeSarbo, and Vicki G. Morwitz (1998), "The Stochastic Modeling of Purchase Intentions and Behavior," *Management Science*, 44 (2), 188-202.

Morwitz, Vicki G. (1997) "It Seems Like Only Yesterday: The Nature and Consequences of Telescoping Errors in Marketing Research," *Journal of Consumer Psychology*, 6 (1), 1-30.

- Lead article.

Winer, Russell S., John Deighton, Sunil Gupta, Eric J. Johnson, Barbara Mellers, Vicki G. Morwitz, Thomas O'Guinn, Arvind Rangaswamy, and Alan G. Sawyer (1997), "Choice in Computer-Mediated Environments," *Marketing Letters*, 8 (3), 287-296.

Morwitz, Vicki G. (1997), "Why Consumers Don't Always Accurately Predict Their Own Future Behavior," *Marketing Letters*, Special Issue on the Time Course of Preferences, 8 (1), 57-70.

Morwitz, Vicki G. and Carol Pluzinski (1996), "Do Polls Reflect Opinion or do Opinions Reflect the Polls? The Impact of Political Polling on Voters' Expectations, Preferences, and Behavior," *Journal of Consumer Research*, 23 (1), 53-67.

Fitzsimons, Gavan and Vicki G. Morwitz (1996), "The Effect of Measuring Intent on Brand Level Purchase Behavior," *Journal of Consumer Research*, 23 (1), 1-11.

- Lead article.

Sen, Sankar and Vicki G. Morwitz (1996), "Consumer Reactions to a Provider's Position on Social Issues: The Effect of Varying Frames of Reference," *Journal of Consumer Psychology*, 5 (1), 27-48.

Sen, Sankar and Vicki G. Morwitz (1996), "Is it Better to Have Loved and Lost than Never to Have Loved at All?: The Effect of Changing Product Attributes over Time on Product Evaluation," *Marketing Letters*, 7 (3), 225-236.

Morwitz, Vicki G., Eric Johnson, and David C. Schmittlein (1993), "Does Measuring Intent Change Behavior?" *Journal of Consumer Research*, 20 (1), 46-61.

- Finalist, 1994 Robert Ferber Award

Morwitz, Vicki G. and David C. Schmittlein (1992), "Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which 'Intenders' Actually Buy?" *Journal of Marketing Research*, 29 (4), 391-405.

- Finalist, 1997 O'Dell Award for best article in Journal of Marketing Research, judged after five years.
- Lead article.

Invited Papers, Book Chapters, and Monographs:

Thomas, Manoj, Vicki Morwitz and Deepak Sirwani (2025), "Numerical Cognition and Behavioral Pricing: The AC-ME Framework," in *Handbook of Research in Pricing*, Ed. Vithala Rao, forthcoming.

Morwitz, Vicki G. (2025), "Comments on 'AI and the Advent of the Cyborg Behavioral Scientist'" *Journal of Consumer Psychology*, 35 (2), 316-328.

Morwitz, Vicki G. and Kurt P. Munz (2021), "Intentions," *Consumer Psychology Review*, 4 (1), 26-41.

Morwitz, Vicki G. (2014), "Consumers' Purchase Intentions and Their Behavior," *Foundations and Trends in Marketing*, 7 (4), 181-230, <http://dx.doi.org/10.1561/1700000036>

Morwitz, Vicki G. (2011), "Biases in the Processing of Price Information," in Consumer Insights: Findings from Behavioral Research, Ed. Joseph Alba, *Marketing Science Institute*, 27-28.

Morwitz, Vicki G. (2011), "Purchase Intentions and Purchasing," in Consumer Insights: Findings from Behavioral Research, Ed. Joseph Alba, *Marketing Science Institute*, 89-90.

Morwitz, Vicki G. and Eesha Sharma (2011), "A Different View on Pricing," in *Legends in Marketing: Kent Monroe*, Ed. Jagdish N. Sheth, SAGE Publications Pvt. Ltd.

Cooley, Thomas, Xavier Gabaix, Samuel Lee, Thomas Mertens, Vicki Morwitz, Shellene Santana, Anjolein Schmeits, Stijn Van Nieuwerburgh, and Robert Whitelaw (2010), "Consumer Financial Protection Regulation," in *Regulating Wall Street: The Dodd-Frank Act and the New Architecture of Global Finance*, Eds. Viral V. Acharya, Thomas F. Cooley, Matthew P. Richardson, and Ingo Walter, Wiley, 73-84.

Cooley, Thomas, Xavier Gabaix, Samuel Lee, Thomas Mertens, Vicki Morwitz, Anjolein Schmeits, and Stijn Van Nieuwerburgh (2009), "Consumer Finance Protection Agency: Is There a Need?" in *Real Time Solutions for Financial Reform*, 85-88.

Thomas, Manoj and Vicki G. Morwitz (2009), "Heuristics in Numerical Cognition: Implications for Pricing," in *Handbook of Research in Pricing*, Ed. Vithala Rao, Edward Elgar Publishing, 132-149.

Morwitz, Vicki G. (2001), "Methods for Forecasting from Intentions Data," in *Principles of Forecasting: A Handbook for Researchers and Practitioners*, Scott Armstrong, ed., Kluwer Academic Publishers, 33-56.

Other Articles:

Thomas, Manoj and Vicki Morwitz (2005), "A Penny Saved," *Stern Business*, Fall/Winter, 20-23.

Greenleaf, Eric A., Vicki G. Morwitz, and Russell S. Winer (2004), "Helping Hands," *Stern Business*, Fall/Winter, 42-47.

Block, Lauren G., Vicki G. Morwitz, William P. Putsis, Jr., and Subrata K. Sen (2003), "Just Saying No," *Stern Business*, Winter/Fall, 28-31.

Morwitz, Vicki G (2003), "An Incomplete Picture," *Marketing Research*, 15 (2), 49-50.

Morwitz, Vicki G. and Carol Pluzinski (1996), "Do Polls Reflect Opinions or Do Opinions Reflect the Polls?" *Stern Business*, Fall, 14-15.

Morwitz, Vicki G. (1993), "Not All 'Definitely Will Buy's Will Buy: How to Determine Which Ones Will," *Marketing Review*, 49(2), 8-30.

Editorials and Op-Eds:

Morwitz, Vicki and Gavan Fitzsimons, "Rising Prices Upset Shoppers. Do Retailers Dare Tell the Truth about Who's to Blame?" *Market Watch*, September 3, 2025.

Morwitz, Vicki G. (2021), "JACR: Using the Power and Diversity of Consumer Research to Tackle Important Substantive Problems," *Journal of the Association of Consumer Research*, 6 (1), 1-3.

Dahl, Darren, Eileen Fischer, Gita Johar, and Vicki Morwitz (2017), "Making Sense from (Apparent) Senselessness: The JCR Lens," *Journal of Consumer Research*, 44 (4), 719-723.

Dahl, Darren, Eileen Fischer, Gita Johar, and Vicki Morwitz (2016), "Tutorials in Consumer Research," *Journal of Consumer Research*, 43 (2), 199.

Dahl, Darren, Eileen Fischer, Gita Johar, and Vicki Morwitz (2015), "The Evolution of JCR: A View through the Eyes of Its Editors," *Journal of Consumer Research*, 42 (1), 1-4.

Dahl, Darren, Eileen Fischer, Gita Johar, and Vicki Morwitz (2014), "From the Editors-Elect: Meaningful Consumer Research," *Journal of Consumer Research*, 41 (1), iii-v.

Edited Book:

Fitzsimons, Gavan and Vicki G. Morwitz (2007), *Advances in Consumer Research*, Vol. 34, Duluth, MN: Association for Consumer Research.

Other Publications:

Shalev, Edith and Vicki Morwitz (2010), "How Low Can I Go? The Comparative Effect of Low Status Users on Buying Intentions," *Advances in Consumer Research*, Eds. Darren Dahl, Gita Johar, and Stijn van Osselaer, Vol. 38, Duluth, MN: Association for Consumer Research.

Raghubir, Priya, Vicki Morwitz, and Shelle Santana (2010), "Europolymoney: The Impact of Currency Framing on Tourists' Spending Decisions," *Advances in Consumer Research*, Eds. Darren Dahl, Gita Johar, and Stijn van Osselaer, Vol. 38, Duluth, MN: Association for Consumer Research.

Tang, Jane, Andrew Grenville, Vicki G. Morwitz, Amitav Chakravarti, and Gülden Ülkümen (2009), "Influencing Feature Price Tradeoff Decisions in CBC Experiments," *2009 Sawtooth Software Conference Proceedings*, 247-262.

Shalev, Edith and Vicki G. Morwitz (2009). "Does Time Fly When You're Counting Down? The Effect of Counting Direction on Subjective Time Judgment," *Advances in Consumer Research*, Eds. Ann L. McGill and Sharon Shavitt, Vol. 36, 1051-1052.

Chandon, Pierre and Vicki G. Morwitz (2008), "Breaking Behavior Repetition: New Insights on the Role of Habits and Intentions," *Advances in Consumer Research*, Eds. Angela Y. Lee and Dilip Soman, Vol. 35, 125-128.

Shalev, Edith and Vicki G. Morwitz (2008), "The Surprising Influencers: How the Inferred Attributes of Observed Consumers Shape Observer Consumers' Buying Intentions," *Advances in Consumer Research*, Eds. Angela Y. Lee and Dilip Soman, Vol. 35, 996.

Chandran, Sucharita and Vicki G. Morwitz (2006), "The Price of 'Free'-Dom: Consumer Sensitivity to Promotions with Negative Contextual Influences," *Advances in Consumer Research*, Eds. Connie Pechmann and Linda Price Vol. 33, 250.

Chandon, Pierre and Vicki G. Morwitz (2005), "Self-Generated Validity Effects in Consumer Research," *Advances in Consumer Research*, Eds. Geeta Menon and Akshay Rao, Vol. 32, 270-273.

Thomas, Manoj and Vicki G. Morwitz (2005), "How Do Consumers and Managers Process Numeric Information? The Role of Numerical Cognition," *Advances in Consumer Research*, Eds. Geeta Menon and Akshay Rao, Vol. 32, 445-448.

Thomas, Manoj and Vicki G. Morwitz (2004), "Effects of Framing on Magnitude Perceptions of Prices," *Advances in Consumer Research*, Eds. Barbara E. Kahn and Mary Frances Luce, Vol. 31, 454-456.

Kiesler, Tina and Vicki G. Morwitz (2001), "What are the Chances? Biases in the Assessment of Probability and Risk," *European Advances in Consumer Research*, Eds. Andrea Gröppel-Klein and Franz-Rudolph Esch, Vol. 5, 195.

Menon, Geeta and Vicki G. Morwitz (1994), "Biases in Social Comparison: If You are One in a Million, There are 4,000 People Just Like You," *Advances in Consumer Research*, Eds. Chris T. Allen and Deborah Roedder John, Vol. 21, 379.

Easterling, Doug, Howard Kunreuther and Vicki G. Morwitz (1991), "Forecasting Behavioral Response to a Repository from Stated Intent Data," *Proceedings of the 1991 International High-Level Radioactive Waste Management Conference*.

Rose, Theodore and Vicki G. Morwitz (1987), "Graphical Presentation of Product Pricing," *Proceedings of the SAS Users Group International*, Dallas, 1987.

Articles under Review:

Posner, Nathaniel, Shai Davidai, and Vicki G. Morwitz, "Misperceptions of Indebtedness Promote Prosociality," under second review at *Organizational Behavior and Human Decision Processes*.

Danziger, Shai, Liat Hadar, Ran Kivetz, and Vicki G. Morwitz, "The Art of the Price Quote: Feature-Oriented Quotes Signal a Producer-Centric Marketing Orientation," under review, *Journal of Consumer Psychology*.

Munz, Kurt P. and Vicki G. Morwitz "A Not-so Easy Listening: Roots and Repercussions of Auditory Choice Difficulty in Voice Commerce," under review, *Journal of Personality and Social Psychology*.

Perez, Dikla and Vicki G. Morwitz "How Measurement Effects Vary with Culture," under review, *Journal of the Association of Consumer Research*.

Working Papers:

Armut, Hanife, Nazli Gurdamar-Okutur, and Zeynep Gurhan-Canli, "The Impact of Donation Partitioning on Recurring Giving."

Bambauer-Sachse, Silke and Vicki G. Morwitz, "Who Is to Blame for this Surcharge? The Impact of Consumers' Perceptions of Who Is Responsible for a Surcharge on Reactions to Partitioned Pricing."

Duani, Nofar, Sonia Kim, Steven Dallas, and Vicki G. Morwitz, "Pre-Commitment by Price: Consumers' Reactions to Unlimited Offers for Vice Products."

Leszczyńska, Monika, Caroline Goukens, and Vicki G. Morwitz, "Why do People Reject Free Beneficial Offers?"

Peng, Tianyi, George Gui, Daniel J. Merlau, Grace Jiarui Fan, Malek Ben Sliman, Melanie Brucks, Eric J. Johnson, Vicki Morwitz, Abdullah Althenayyan, Silvia Bellezza, Dante Donati, Hortense Fong, Elizabeth Friedman, Ariana Guevara, Mohamed Hussein, Kinshuk Jerath, Bruce Kogut, Akshit Kumar, Kristen Lane, Hannah Li, Patryk Perkowski, Oded Netzer, and Olivier Toubia "Mega-Study of Digital Twins Reveals Strengths, Weaknesses and Opportunities for Further Improvement."

Posner, Nathaniel, and Vicki G. Morwitz, "When do we ask? A Norms-Based Account of Consumer Informal Borrowing."

Wu, Alisa, and Vicki G. Morwitz, "Are Emotions Gendered? Gender Stereotypes in Online Reviews."

Wu, Alisa and Vicki G. Morwitz, "The Impact of The Ease of Processing Partitioned Prices: A Meta-Analysis."

Wu, Alisa, Jingxuan Lui, and Vicki G. Morwitz, "Recounting Sole versus Shared Experiences."

Wu Alisa, Vicki G. Morwitz, and David Eatwell, "Forecasting Physicians' Prescription Behavior from Their Stated Intentions."

Research in Progress:

Althenayyan, Abdullah, and Vicki G. Morwitz, “The Impact of Surcharges on Consideration Set Formation and Choice.”

Aparicio, Diego, Vicki G. Morwitz, Maren Hoff, and Daniel Montero, “The Effectiveness of Pay What you Want Pricing at Different Stages of the Customer-Firm Relationship.”

Bluvstein, Shirly, Dafna Goor, Alixandra Barasch, and Vicki G. Morwitz “Allocating Others’ Resources: Material Rather than Altruistic Motivations Increase Overhead Donations”

Greenleaf, Eric, Uri Hasson, David Heeger, Tom Meyvis, Vicki G. Morwitz, and Mor Regev, “Using Visual Distraction to Measure Engagement in Moving Images.”

Greenleaf, Eric, Uri Hasson, David Heeger, Tom Meyvis, Geeta Menon, Vicki G. Morwitz, and Mor Regev, “Direct Recording of Neuronal Activity from Human Brains: Underlying Mechanisms Of Emotion Regulation.”

Hoff, Maren, and Vicki G. Morwitz, “The Fees Paradox.”

Hoff, Maren, and Vicki G. Morwitz, “Overhead Seeking and Aversion.”

Kim, Sonia, and Vicki G. Morwitz, “Subscription Decisions for Self versus Others.”

Lenkovskaya, Marina, Steven Sweldens, and Serena Dhooge, “Are People Really Averse to Ambiguity?”

Liu, Jingxuan, and Vicki G. Morwitz, “Exploitation in the Marketplace.”

Liu, Jingxuan, Alisa Wu, and Vicki G. Morwitz, “Self-expression and Expansion with Fast and Other Fashion.”
Posner, Nathaniel and Vicki G. Morwitz, “Personal Borrowing.”

Posner, Nathaniel and Vicki G. Morwitz, “Asking for Favors of Time or Money.”

Schmidt, Kristina, Maik Hammerschmidt, Walter Herzog, and Vicki G. Morwitz, “The Effect of Survey Invitations on Respondents’ and Non-Respondents’ Attitudes and Behaviors.”

PRESENTATIONS:

Recent Invited Presentations at Academic Conferences and Government Institutions:

- University of Delaware, February 2026
- Johns Hopkins, December 2025
- University of Indiana, Marketing Camp, May 2025
- Stanford University, May 2025
- INSEAD, April 2025
- University of Cincinnati, Marketing Camp, April 2025
- University of Utah, February 2025
- University of Melbourne, February 2025
- London Business school, Dubai campus, February 2025
- University of Southern California, Behavioral Science and Policy Institute, December 2024
- Temple University, November 2024
- Cornell University Marketing Camp, November 2024
- Federal Trade Commission Conference on Marketing and Public Policy, October 2024

- University of Utah S.J. Quinney College of Law, Conference from AI to Junk Fees to Public Health: The Future of Consumer Financial Services Law, October 2024
- Association of Consumer Research, September 2024
- IE Business School, Madrid, May 2024
- The Wharton School, Wroe Alderson distinguished lecture, May 2024
- UC Riverside, May 2024
- Northwestern University, March 2024
- University of Cape Town, March 2024
- Southern Methodist University, February 2024
- European Association for Consumer Research Conference, Amsterdam, July 2023
- Bocconi University, June 2023
- AMA-Sheth Doctoral Consortium, Oslo, June 2023
- U.S. Senate Subcommittee on Consumer Protection, product Safety, and Data Security, expert testimony, June 2023
- UC Irving, June 2023
- UCLA Marketing camp, April 2023
- The White House Panel on the Economic Case for the President's Initiative on Junk Fees, March 2023
- University of British Columbia, March 2023
- Tel Aviv University, January 2023
- York University, October 2022
- Yale University, May 2022
- INSEAD, June 2020 (postponed)
- University of Southern California, February 2020
- Erasmus University, February 2020
- Boston College, March 2019
- Bocconi University, March 2019
- Bar Ilan University, January 2019
- Columbia University, May 2018
- HEC, Paris, February 2018
- Drexel University, January 2018
- University of Illinois, December 2017
- University of Florida, December 2017
- Inaugural Pricing Symposium, London Business School, October, 2017
- Psycho-Economics Workshop, University of Cologne, July 2017
- ESADE University Marketing Camp, June 2017
- AMA-Sheth Doctoral Consortium, University of Iowa, June 2017
- JAMS Thought Leaders Conference on Consumer-Based Strategy, May 2017
- Duke University, March 2017
- Chinese University of Hong Kong, March 2017
- Monash University, February 2017. Keynote speaker
- University of Pennsylvania, February 2017
- Harvard University, January 2017
- The Technion, January 2017
- Vrije Universiteit Amsterdam, October 2016
- Queensland University of Technology, August 2016
- AMA-Sheth Doctoral Consortium, University of Notre Dame, June 2016
- University of St. Gallen, June 2016
- University of Louisville, May 2016
- University of Toronto, April 2016
- Stanford University, February 2016
- University of Pittsburgh, January 2016
- Hebrew University, January 2016

Recent Presentations at Academic Conferences and Institutions:

“Enhancing Academic Impact through the Marketing Science Institute: Industry Engagement and Research,”

- Association for Consumer Research, Washington DC, 2025
- Association for Consumer Research, Paris, 2024

“The Fees Paradox”

- A-ACR, Bali, 2024
- EMAC, Bucharest, 2024
- Association for Consumer Research Conference, Denver, October 2022

“Dirty Motivation: Using Donations to Mitigate Overhead Aversion”

- Society for Consumer Psychology, Huntington Beach, March 2020
- Association for Consumer Research Conference, Atlanta, October 2019

“Pre-Committing to Increased or Decreased Consumption: Consumers’ Reactions to Vice and Virtue Unlimited Offers”

- Society for Consumer Psychology, Sydney, January 2018

COURSES TAUGHT

- Behavioral Economics and Decision Making, Executive MBA, EMBA, Executives, Columbia University
- Behavioral Pricing, Executive Education, On-line Course, Columbia University
- Customer Experience, Executive Education, Columbia University
- Mastering Customer Insights, Executive Education, On-line Course, Columbia University
- Introduction to Marketing, undergraduate level, New York University
- Marketing Research, undergraduate, graduate, and executive levels, New York University, University of Pennsylvania
- Judgment and Decision Making, graduate and executive levels, New York University
- Research Methods in Marketing, undergraduate honors students, New York University
- Marketing of Technology-Based Products, undergraduate and graduate levels, New York University
- Principles of Business Management, undergraduate level, New York University
- New Directions in Marketing Intelligence, alumni continuing education workshop, New York University
- Behavioral Applications in Marketing, PhD level, New York University
- Introduction to Statistics (Teaching Assistant), University of Pennsylvania
- Combinatorial Analysis (Teaching Assistant), Rutgers University

GRANTS:

- Columbia Business School, Bernstein Center, 2025, Investigator, \$10,000
- Columbia Business School Bernstein Center, 2024, Investigator, \$5,000
- Columbia Business School Tamer Center, 2021, Co-investigator, \$100,000
- Carolan Research Forum, 2018, Co-investigator, \$12,700
- NYU Stern Center for Global Economy and Business, 2018, Investigator \$3,000 and Co-investigator \$3,450; 2017, Investigator \$3,500; 2016, Investigator \$4,500; 2015, Investigator \$7,000
- The Produce for Better Health Foundation, 2014, Co-investigator, \$15,000
- Duke-Synovate Research Center, 2012, Co-investigator, \$10,000
- Duke-Synovate Research Center, 2012, Co-investigator, \$8,500
- Marketing Science Institute, 2010-2011, Investigator, \$9,984
- NIH / National Institute of Drug Abuse, 2009-2011, Co-investigator, \$1,100,000
- California University-wide AIDS Research Program, Consultant

PROFESSIONAL MEMBERSHIPS:

- Association for Consumer Research
- American Marketing Association
- INFORMS
- Society for Consumer Psychology

PROFESSIONAL SERVICE:

Service to the Field:

- Editor-in-Chief, *Journal of the Association of Consumer Research*, 2021-2024
- Co-Editor, *Journal of Consumer Research*, 2014-2017
- Associate Editor:
 - *Journal of Consumer Psychology* (2009-2014, 2021-present)
 - *Journal of Marketing Research* (2011-2014)
- Guest Editor
 - *Journal of Marketing Research* (2013, 2014)
- Guest Area/Associate Editor:
 - *Journal of Consumer Research* (2013, 2025-2026)
 - *Management Science* (2019)
 - *Marketing Science* (2003-2006)
- Scientific Advisory Committee
 - *Consumer Psychology Review* (2015-2020)
- Editorial Board Member:
 - *Journal of Consumer Psychology* (2005-2009, 2018-2020)
 - *Journal of Consumer Research* (2005-2014, 2018-present)
 - *Journal of Interactive Marketing* (2001-2009)
 - *Journal of Marketing* (2018-present)
 - *Journal of Marketing Research* (2009-2011)
 - *Journal of Retailing* (2006-2009)
 - *Marketing Letters* (2012-2020)
 - *Marketing Science* (2005-2010)
- Ad hoc Reviewer for:
 - *American Marketing Association*
 - *Association for Consumer Research*
 - *British Journal of Social Psychology*
 - *Corporate Reputation Review*
 - *EMAC*
 - *International Journal of Research in Marketing*
 - *Journal of Applied Psychology*
 - *Journal of Experimental Psychology*
 - *Journal of Forecasting*
 - *Journal of Interactive Marketing*
 - *Journal of Marketing*
 - *Journal of Public Policy and Marketing*
 - *Journal of Retailing*
 - *Management Science*

- *Marketing Letters*
- *Marketing Science*
- *Marketing Science Institute Dissertation Proposal Competition*
- *Proceedings of the National Academy of Sciences*
- *Psychological Science*
- *Public Opinion Quarterly*
- *Society for Consumer Psychology*
- Reviewed Grant Applications for:
 - Israeli Science Foundation
 - Social Sciences and Humanities Research Council of Canada
- SCP Fellow award committee, chair, 2020-2023
- Italian Marketing Society Doctoral Colloquium Faculty, 2018
- ACR Early Career award committee, 2017
- ACR, Mid-career workshop, 2021, 2020, 2016, 2013
- Co-chair, SCP doctoral consortium, 2015, St. Petersburg, Florida.
- President (elected), SCP, 2011, and member, Board of Directors of SCP, 2010-2012
- Co-chair, SCP, 2012, Florence, Italy.
- AMA Paul E. Green award committee, 2012, 2007
- ACR Nicosia best competitive paper award committee, 2011
- AMA ART Forum Program Committee, 2008-09, 2006-07
- Co-chair, ACR annual conference, 2006, Orlando, FL.
- ACR Advisory Council, 1999-2001
- ACR Program Committee, 2012, 2010, 2007, 2004, 2003, 2001, 1999, 1997 European ACR Program Committee, 2007, 2013
- Latin American ACR Program Committee, 2014

Service to Columbia University

- Member Senate Review Committee, 2025
- Advisor to Columbia University life in designing evaluation mechanisms, 2019-2021
- Columbia Business School representative for a university-wide seminar series organized by the Mailman School of Public Health on menstruation

Service to Columbia Business School

- Member, Promotion and Tenure processes review committee, 2026-present
- Junior Faculty Research Liaison for Marketing, 2019-present
- Member Future of CBS working group, 2020-2021
- Promotion and Tenure Committee, 2022-present
- Bylaws Review Committee, 2023-2024.

Service to Columbia Business School, Marketing Division:

- Doctoral Committee, 2019-2022, 2023-2025

Service to New York University:

- Associate Director, Institute for the Interdisciplinary Study of Decision Making, 2014-2019
- Member of University Course Evaluation Committee, 2015-2016
- Member of the President's Faculty Advisory Committee on NYU's Global Network, 2013-2016
- Member of the University Committee on Activities Involving Human Subjects, 2002-2006

Service to the Stern School of Business:

- Faculty Council, 2018-2019, 2013-2016, chair 2015-2016
- Member of the Stern Undergraduate College Social Impact Curriculum Review Committee, 2017-2018
- Member of the Stern EMBA Curriculum review committee, 2016-2017
- NYU Stern Baccalaureate ceremony name reader, 2016
- ISP Faculty judge, 2016
- School-wide Promotion and Tenure Committee, 2006-2012, chair 2009-2012
- Stern Representative to the NYU University Committee on Activities Involving Human Subjects, 2002-2006
- Faculty Advisory Committee to the Undergraduate Dean, 2004-2005
- Research Resources Committee, 2004-2007.
- Stern PhD Oversight and Admissions Committee, 2002-2004
- Committee to establish Stern behavioral research laboratory, 2001
- Design, coordination, and analysis of the MBA Stern Satisfaction Survey, 1998-1999
- Faculty Advisor, Asian Business Society/Stern Management Consulting tour to Asia, 1996-1997 and 1997-1998
- Undergraduate Program Committee, 1996-1999

Service to the Stern School of Business Marketing Department:

- Chair's Advisory Committee, 2014-2019, 2004-2008
- Coordinator, Marketing Department Doctoral Program, 2005-2008
- Chairperson, Marketing Department Committee on Activities Involving the Use of Human Subjects, 2001-2006
- Obtained approval from University IRB for a Marketing Department Subject Pool, 2000-2006
- Subject Pool Coordinator, 2000-2001
- Marketing Department External Review Committee, 2000-2001
- Doctoral Committee, 1992-2002
- Brown Bag Lunch Series Coordinator, 1992-1995
- Columbia, NYU, Wharton, Yale Colloquium Coordinator, 1998-1999

Doctoral Student Advising:

- Columbia Doctoral advisor (and first placements)
 - Alisa Wu, University of Utah
 - Nathaniel Posner
 - Jingxuan Liu
- Columbia University Dissertation / Proposal Defense Committees:
 - Gavan Fitzsimons (1995)
 - Anne Rogveen (2001)
 - Peter Jarnebrant (2011)
 - Nicolas Padilla (2021)
 - Byung Lee (2023)
 - Eli Sugarman (2023)
 - Sonia Kim (2024)
 - Maayan Malter (2024)
 - Jennifer Sun (2024)
 - Maren Hoff (2025)
 - Abdullah Althenayyan (2025)
 - Daniel Russman (2026)
- NYU Doctoral advisor (and first placements):
 - Lance Michael Erickson, University of Arizona (2002)
 - Sucharita Chandran, Boston University (2003)
 - Winner of the 2002 Fordham University Pricing Center Award for the best dissertation

- proposal on the behavioral aspects of pricing
 - Runner-up of the 2002 SCP-Sheth Dissertation Proposal Competition
 - Manoj Thomas, Cornell University (2006)
 - Gülden Ülkümen, University of Southern California (2007)
 - Edith Shalev, The Technion (2010)
 - Shelle Santana, Harvard Business School (2014)
 - Steven Dallas, Duke University, post-doc, (2018)
 - Kurt Munz, Bocconi University (2020)
 - Shirley Bluvstein, Yeshiva University (2022)
 - Nofar Duani, University of Southern California (2023)
- NYU Dissertation / Proposal Defense Committees
 - Heonsoo Jung (1998)
 - Eric Yorkston (2000)
 - Ira Teich (School of Education, 2001)
 - Suresh Ramanathan (2002)
 - Marissa Vicario (Gallatin School, dissertation chair, 2007)
 - Jeff Galak (2008)
 - Ellie Kyung (2010)
 - Hyun Young Park (2012)
 - Steven Chan (2012)
 - Eesha Sharma (2013)
 - Chiara Longoni (2014)
 - Stephanie Tully (2015)
 - Anna Paley (2017)
 - Jennifer Hong (2019)
 - Heeyoung Yoon (2022)
- Other University Dissertation Committees:
 - Melis Ceylan, Koç University (2018)
 - Anja Schanbacher, London Business School (2018)
 - Easa Tabrizi, University of South-Eastern Norway (2019)
 - Huy Tran, University of South-Eastern Norway (2021)
 - Shahryar Mohsenin, Bocconi University (2024)
 - Hanife Armut, Koc University (2025)
 - Marina Lenkovskaya, Co-supervisor, Erasmus University (2026)

INDUSTRY EMPLOYMENT

PRODIGY SERVICES COMPANY (a joint venture of International Business Machines and Sears), White Plains, New York, 1986-87.

- Research Analyst

INTERNATIONAL BUSINESS MACHINES, White Plains, New York, 1983-1986

- Product Planner
- Telecommunications Analyst

RCA, Hightstown and Camden, New Jersey, 1982-83

- Programmer and Analyst

OUTSIDE ACTIVITIES DISCLOSURE

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest. Here is the list of my outside activities for the last five years:

Paid work

- Expert witness work for four legal organizations and four government organizations. Non-disclosure agreements signed for all.

Volunteer Work

- Docent, Central Park Zoo, Wildlife Conservation Society (1996-present)