

SAMUEL D. BOND

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College of Management
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EMPLOYMENT

Assistant Professor, College of Management
Georgia Tech
2007-present

EDUCATION

PhD, Business Administration (2007)
Fuqua School of Business
Duke University, Durham, NC
Dissertation: *How Should I Think About It? Perceived Suitability in the Resolution of Simultaneous Conflicting Preferences*
Committee Chairs: Jim Bettman and Mary Frances Luce

B.A., Mathematics (1998)
B.A., Business Administration and Economics (1998)
Rhodes College, Memphis, TN

RESEARCH INTERESTS

Consumer Decision Making, Confirmatory Biases, Dual-Process Models of Reasoning/Judgment, Affect and Information Processing

PUBLICATIONS

Bond, Samuel D., Bettman, James R., & Mary Frances Luce (in press). Consumer Judgment from a dual-systems perspective: Recent evidence and emerging issues. In N. K. Malhotra (ed.), *Review of Marketing Research*, Vol.5., Armonk, NY: M. E. Sharpe.

Bond, Samuel D., Carlson, Kurt A., & Ralph L. Keeney (2008). Generating objectives: Can decision makers articulate what they want? *Management Science*, 54(1), 56-70.

Bond, Samuel D., Carlson, Kurt A., Meloy, Marget G., Russo, Robin J., & J. Edward Russo (2007). Information distortion in the evaluation of a single option. *Organizational Behavior and Human Decision Processes*, 102(2), 240-254.

Carlson, Kurt C., & Samuel D. Bond (2006). Improving preference assessment: Limiting the effects of context through pre-exposure to attribute levels. *Management Science*, 52(3), 410-421.

WORKING PAPERS

Bond, Samuel D., Bettman, James R., & Mary Frances Luce. Priming effects the utilization of reason vs. intuition. (targeted journal: *Psychological Science*)

Bond, Samuel D. How should I think about it? Consumer's lay theories about the usefulness of reason vs. intuition. (targeted journal: *Journal of Consumer Research*)

ONGOING PROJECTS

Improving the generation of objectives for important decisions (with Kurt Carlson and Ralph Keeney)

(In)consistency over time in consumer preferences (with Amy Wen)

Effects of review writing on consumer evaluations (with Stephen He).

The use of virtual markets for marketing forecasting (with Stephen He, Donna Hoffmann, & Nicholas Lurie)

CONFERENCE PRESENTATIONS

First Annual Georgia Research Seminar, Atlanta, GA, June 2008. "Generating decision objectives: Why can't we say what we want?"

Society for Consumer Psychology, Annual Meeting, Las Vegas, NV, February 2007. "Perceived suitability and the resolution of simultaneous conflicting preferences."

Society for Judgment and Decision Making, Annual Meeting, Houston, TX, November 2006. "What matters to me, anyway? Inadequacy in the generation of decision objectives."

Association for Consumer Research, 2005 North American Conference, San Antonio, TX, October 2005. "Precommitment bias in the evaluation of a single option: The Role of evaluative disposition."

35th Annual Haring Symposium, Bloomington, IN, April 2005. "Precommitment bias in the evaluation of a single option."

Society for Judgment and Decision Making, Annual Meeting, Minneapolis, MN, November 2004. "Improving preference assessment through pre-exposure to attribute levels."

Association for Consumer Research, 2004 North American Conference, Portland, OR, October 2004. "Improving preference assessment through pre-exposure to attribute levels."

Society for Judgment and Decision Making, Annual Meeting, Vancouver, BC, November 2003. "Predecisional distortion in the evaluation of risky choices."

TEACHING

Georgia Tech:
Management 6300
Marketing Management
(daytime MBA and evening MBA)

Duke University:
Markets & Management 161
Marketing Management
(undergraduate)

TEACHING INTERESTS

Marketing Management
Consumer Behavior
Marketing Communications
Market Research

SERVICE

Faculty Honors Committee, GT College of Management, 2007-08
Ad-hoc Reviewer: *Journal of Consumer Psychology*

PROFESSIONAL ORGANIZATIONS

Association for Consumer Research
American Marketing Association
American Psychological Association
INFORMS
Society for Consumer Psychology
Society for Judgment and Decision Making

PRIOR EMPLOYMENT

Research Assistant - *Marketing Dept., Kenan-Flagler Business School, University of North Carolina, Chapel Hill.*

Research Assistant - *Cognitive Psychology Dept., UNC-CH.*

Mortgage Processing, *New South Federal Mortgage Bank, Birmingham, AL.*

Marketing Research, *Smith and Nephew Orthopedics, Memphis, TN.*