

John Alldredge Clithero

2026-04-23

Lundquist College of Business
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Faculty Positions

Lundquist College of Business, University of Oregon

Associate Professor of Marketing (with tenure)	2025 - Present
Assistant Professor of Marketing	2018 - 2025

Pomona College

Assistant Professor of Economics	2014 - 2018
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Visiting Positions

The Wharton School, University of Pennsylvania

Visiting Assistant Professor of Marketing	2018
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Haas School of Business, University of California - Berkeley

Visiting Scholar, Marketing Group	2017 - 2018
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California Institute of Technology

Visiting Associate in Neuroeconomics	2014 - 2016
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Education and Postdoctoral Training

California Institute of Technology

Postdoctoral Scholar in Neuroeconomics	2011 - 2014
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Duke University

Ph.D., <i>Economics</i>	2011
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M.A., <i>Economics</i>	2007
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Pomona College

B.A., <i>Economics</i>	2005
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Citations

Total: 3498, H-Index: 22 (as of 2026-04-23). [\[Google Scholar Profile\]](#)

Peer-Reviewed Publications

*equal contribution, ^current or former UO PhD student

- [28] Karmarkar, Uma R., **John A. Clithero**, and Carolina Raffaelli (Forthcoming), "Sequential Information Preferences in Uncertain Decision Making," *Journal of Experimental Psychology: General*.
- [27] Stendel, Moriah^, **John A. Clithero**, and Robert S. Chavez (Forthcoming), "[Computational Mechanisms of Self-enhancement During Social Comparison and their Relationship to Internalizing Symptoms](#)," *Clinical Psychological Science*.
- [26] **Clithero, John A.***, T. Bettina Cornwell*, and Eric Setten*^ (Forthcoming), "[Consumer Split Identification: The Case of Sponsorship](#)," *Journal of Sport Management*.
- [25] **Clithero, John A.**, Uma R. Karmarkar, Gideon Nave, and Hilke Plassmann (2024), "[Reconsidering the Path for Neural and Physiological Methods in Consumer Psychology](#)," *Journal of Consumer Psychology*, 34(1), 196-213.

◦ [Highlighted in 2024 Neuromarketing Yearbook](#)

- [24] **Clithero, John A.**, Jae Joon Lee, and Joshua Tasoff (2023), "[Supervised Machine Learning for Eliciting Individual Demand](#)," *American Economic Journal: Microeconomics*, 15(4), 146-82.
- [23] Siegel, Jenifer Z., Elisa van der Plas, Felix Heise, **John A. Clithero**, and Molly J. Crockett (2022), "[A Computational Account of How Individuals Resolve the Dilemma of Dirty Money](#)," *Scientific Reports*, 12, 18638.
- [22] **Clithero, John A.**, Uma R. Karmarkar, and Ming Hsu (2021), "[Toward an Integrative Conceptualization of Maladaptive Consumer Behavior](#)," *Journal of the Association for Consumer Research*, 6(3), 334-341.
- [21] Yu, Hongbo, Jenifer Z. Siegel, **John A. Clithero**, and Molly J. Crockett (2021), "[How Peer Influence Shapes Value Computation in Moral Decision-Making](#)," *Cognition*, 211, 104641.
- [20] DeStasio, Krista L., **John A. Clithero**, and Elliot T. Berkman (2019), "[Neuroeconomics, Health Psychology, and the Interdisciplinary Study of Preventative Health Behavior](#)," *Social and Personality Psychology Compass*, 13(10), e12500.
- [19] **Clithero, John A.** (2018), "[Response Times in Economics: Looking Through the Lens of Sequential Sampling Models](#)," *Journal of Economic Psychology*, 69, 61-86.
- [18] Harris, Alison M.*, **John A. Clithero***, and Cendri A. Hutcherson* (2018), "[Accounting for Taste: A Multi-Attribute Neurocomputational Model Explains the Neural Dynamics of Choices for Self and Others](#)," *Journal of Neuroscience*, 38(37), 7952-7968.
- [17] **Clithero, John A.** (2018), "[Improving Out-of-Sample Predictions Using Response Times and a Model of the Decision Process](#)," *Journal of Economic Behavior & Organization*, 148, 344-375.
- [16] Clay Summer N., **John A. Clithero**, Alison M. Harris, and Catherine L. Reed (2017), "[Loss Aversion Reflects Information Accumulation, Not Bias: A Drift-Diffusion Model Study](#)," *Frontiers in Psychology*, 8(1708), 1-12.
- [15] Li, Rosa, David V. Smith, **John A. Clithero**, Vinod Venkatraman, R. McKell Carter, and Scott A. Huettel (2017), "[Reason's Enemy Is Not Emotion: Engagement and Disengagement of Cognitive Control Networks Explain Biases in Gain/Loss Framing](#)," *Journal of Neuroscience*, 37(13), 3588-3598.
- [14] Smith, David V., **John A. Clithero**, Sarah E. Boltuck, and Scott A. Huettel (2014), "[Functional Connectivity with Ventromedial Prefrontal Cortex Reflects Subjective Value for Social Rewards](#)," *Social Cognitive and Affective Neuroscience*, 9(12), 2017-2025.
- [13] Smith, David V., Amanda V. Utevsy, Amy R. Bland, Nathan Clement, **John A. Clithero**, Anne E. W. Harsch, R. McKell Carter, and Scott A. Huettel (2014), "[Characterizing Individual Differences in Functional Connectivity Using Dual-Regression and Seed-Based Approaches](#)," *NeuroImage*, 95(1), 1-12.
- [12] **Clithero, John A.** and Antonio Rangel (2014), "[Informatic Parcellation of the Network Involved in the Computation of Subjective Value](#)," *Social Cognitive and Affective Neuroscience*, 9(9), 1289-1302.
- [11] Winecoff, Amy, **John A. Clithero**, R. McKell Carter, Sara R. Bergman, Lihong Wang, Scott A. Huettel SA (2013), "[Ventromedial Prefrontal Cortex Encodes Emotional Value](#)," *Journal of Neuroscience*, 33(27), 11032-11039.
- [10] Smith, David V., **John A. Clithero**, Chris Rorden, and Hans-Otto Karnath (2013), "[Decoding the Anatomical Network of Spatial Attention](#)," *Proceedings of the National Academy of Sciences of the USA*, 110(4), 1518-1523.
- [9] Levallois, Clement*, **John A. Clithero***, Paul Wouters, Ale Smidts, and Scott A. Huettel (2012), "[Translating Upwards: Linking the Neural and Social Sciences via Neuroeconomics](#)," *Nature Reviews Neuroscience*, 13(11), 789-797.
- [8] Rangel, Antonio and **John A. Clithero** (2012), "[Value Normalization in Decision Making: Theory and Evidence](#)," *Current Opinion in Neurobiology*, 22(6), 970-981.

◦ [Cited in New York Times](#)

- [7] Venkatraman, Vinod, **John A. Clithero**, Gavan J. Fitzsimons, and Scott A. Huettel (2012), "[New Scanner Data for Market Segmentation: How Neuroscience Can Help Better Understand Differences in Brand Preferences](#)," *Journal of Consumer Psychology*, 22(1), 143-153.
- [6] **Clithero, John A.**, Crystal Reeck, R. McKell Carter, David V. Smith, and Scott A. Huettel (2011), "[Nucleus Accumbens Mediates Relative Motivation in the Absence of Choice](#)," *Frontiers in Human Neuroscience*, 5(87), 1-11.
- [5] **Clithero, John A.**, David V. Smith, R. McKell Carter, and Scott A. Huettel (2011), "[Within- and Cross-Participant Classifiers Reveal Different Neural Coding of Information](#)," *NeuroImage*, 56(2), 699-708.
- [4] Raposo, Ana, Luke Vicens, **John A. Clithero**, Ian G. Dobbins, and Scott A. Huettel (2011), "[Contributions of Frontopolar Cortex to Judgments About Self, Others, and Relations](#)," *Social Cognitive and Affective Neuroscience*, 6(3), 260-269.
- [3] **Clithero, John A.**, R. McKell Carter, and Scott A. Huettel (2009), "[Local Pattern Classification Differentiates Processes of Economic Valuation](#)," *NeuroImage*, 45(4), 1329-1338.
- [2] **Clithero, John A.***, Dharol Tankersley*, and Scott A. Huettel (2008), "[Foundations of Neuroeconomics: From Philosophy to Practice](#)," *PLoS: Biology*, 6(11), 2348-2353.
- [1] **Clithero, John A.**, and Nathan Pealer (2006), "Is There a Housing Bubble in Irvine, California? A Repeat-Sales Analysis Using a New Data Set," *International Real Estate Review*, 8(1), 110-127.

Chapters & Commentaries

- [3] Rangel, Antonio, and **John A. Clithero** (2014), "The Computation of Stimulus Values in Simple Choice." In *Neuroeconomics: Decision-Making and the Brain*, 2nd Edition. Editors: Glimcher P & Fehr E.
- [2] Smith, David V., and **John A. Clithero** (2009), "[Manipulating Executive Function with Transcranial Direct Current Stimulation](#)," *Frontiers in Integrative Neuroscience*, 3(26), 1-3.
- [1] **Clithero, John A.**, and David V. Smith (2009), "[Reference and Preference: How Does the Brain Scale Subjective Value?](#)" *Frontiers in Human Neuroscience*, 3(11), 1-3.

Consortium Authorship Publications & Contributions to Open Science

- [3] Fišar, Milos, Ben Greiner, Christoph Huber, Elena Katok, Ali I. Ozkes, and the **Management Science Reproducibility Collaboration** (2024), "[Reproducibility in Management Science](#)," *Management Science*, 70(3), 1343-1356. (‡ Contributed as Member of the Management Science Reproducibility Collaboration)
- [2] [OSF Page on Consumer Neuroscience lecture notes and educational materials.](#)
- [1] [Social Reward and Aging: An Interim Multi-echo fMRI and Diffusion Dataset.](#)

Honors & Awards

Best in Track Paper, Social Problems and Well Being, AMA Summer Academic Conference, 2025
[Wig Distinguished Professor Award](#) for excellence in teaching, Pomona College, 2017
 "Highest honor bestowed on Pomona faculty and recognizes exceptional teaching, concern for students and service to the College and the community"
 Abstract Travel Award, Organization for Human Brain Mapping, 2013
 Student Assistant, Duke University SSRI Faculty Fellows, 2009-2010
 Conference Travel Award (2x), Duke University Graduate School, 2009-2010
 Summer Institute in Cognitive Neuroscience, UC - Santa Barbara, 2007
 Lorne D. Cooke Memorial Award in Economics, Pomona College, 2005

Invited Academic Talks & Seminars

#scheduled

West Coast Neuroeconomics Mini-Symposium, UCLA, May 2026[#]
Colorado Winter Conference on Marketing and Cognition, February 2025
University of Southern California, November 2024
West Coast Neuroeconomics Mini-Symposium, Rady School of Management, UCSD, May 2024
Rotterdam School of Management, Erasmus University, May 2023
Colorado Winter Conference on Marketing and Cognition, February 2023
North American Economic Science Association Conference (Keynote Speaker), November 2022
University of Basel, June 2022
Air Force Academy, April 2019
Leeds School of Business, University of Colorado - Boulder, April 2019
Oregon Decision Neuroscience Symposium, April 2019
The Wharton School, University of Pennsylvania, April 2018
Queen's University, March 2017
UC - Riverside, June 2016
Haas School of Business, UC - Berkeley, March 2016
University of Zürich, February 2015
Claremont Graduate University, November 2014
Annual Interdisciplinary Symposium on Decision Neuroscience, June 2014
Wisconsin School of Business, University of Wisconsin - Madison, February 2014
Columbia University, January 2014
Pomona College, January 2014
University of Oregon, January 2014
University of Southern California, January 2014
John Dickhaut Memorial Conference, January 2012
Pomona College, November 2011
California Institute of Technology, October 2010
Georgia Institute of Technology, January 2010

Professional Service

Peer Review, Marketing: *Journal of the Academy of Marketing Science, Journal of the Association for Consumer Research, Journal of Consumer Research, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, Psychology & Marketing*

Peer Review, Business and Economics: *American Economic Review, American Journal of Agricultural Economics, Econometrica, Economic Inquiry, Economica, Experimental Economics, Journal of Applied Econometrics, Journal of Business Research, Journal of Economic Behavior & Organization, Journal of Economic Psychology, Journal of Health Economics, Journal of Political Economy, Management Science, Quarterly Journal of Economics, Review of Financial Studies*

Peer Review, Psychology and Neuroscience: *Biological Psychiatry-Cognitive Neuroscience and Neuroimaging; Cerebral Cortex; Cognition; Cognitive, Affective, & Behavioral Neuroscience; Cognitive Science; Decision; eNeuro; Human Brain Mapping; Journal of Applied Psychology; Journal of Experimental Psychology: General; Journal of Neuroscience; Journal of Neuroscience, Psychology, and Economics; Motivation Science; Nature Communications; Nature Human Behaviour; NeuroImage; PLoS Computational Biology; PLoS ONE; PNAS; PNAS Nexus; Psychological Review; Scientific Reports; Social Cognitive and Affective Neuroscience; Social Psychological and Personality Science; WIREs Cognitive Science*

Program Committee: Society for Neuroeconomics (2019, 2020, 2021, 2022)

Conference Reviews: Association for Consumer Research (2021, 2022, 2023, 2024)

Grant Reviews: NSF, Swiss NSF, SRNDNA (Small Grants)

Institution, College, & Department Service

MBA Academic Committee, University of Oregon	2019 - Present
MBA Sub-Committee to Create New Data Visualization Course, University of Oregon	2022-2023
MBA Sub-Committee on Curriculum Review, University of Oregon	2021-2022
Faculty Advisor, Track & Field Rejuvenation Project, University of Oregon	2022
Faculty Engagement Team for COVID-19 Communication, University of Oregon	2020 - 2021
UO Article about Faculty Engagement Team	
New Course Creation and Regularization: Marketing Analytics, University of Oregon	2020 - 2021
Faculty Advisor, Collaboration to Promote Women's Basketball, University of Oregon	2018 - 2022
UO Article on Women's Basketball Collaboration	
Research Committee, Pomona College	2015 - 2017
Research Computing Committee, Pomona College	2017
Co-Organizer, Pomona College Economics Seminar Series	2016 - 2017
Faculty Advisor, United Way Chapter of Pomona College	2015 - 2017
Co-Organizer, Pomona College Economics Club	2014 - 2016
Co-Organizer, Duke Center for Neuroeconomics Speaker Series	2009 - 2011
Co-Organizer, Duke Neuroeconomics Journal Club	2009 - 2010

Mentoring

Graduate students, committee member

Abby Frank, (2024-2026, dissertation, *Marketing*), University of Oregon
 Jessica Canfield, (2021-2023, dissertation, *Marketing*), University of Oregon
 Eric Setten, (2019-2020, dissertation, *Marketing*), University of Oregon
 Elizabeth McNeilly, (2023-2025, dissertation, *Psychology*), University of Oregon
 Michael Silverstein, (2023-2025, dissertation, *Psychology*), University of Oregon
 Moriah Stendel, (2023-2024, dissertation, *Psychology*), University of Oregon
 Connor Wiegand, (2024-2026, dissertation, *Economics*), University of Oregon
 Krista DeStasio, (2018-2019, prelim, *Psychology*), University of Oregon
 Jae Joon Lee, (2018-2019, dissertation, *Economics*), Claremont Graduate University

Graduate students, PhD first-year paper

Heesoo Kim, (2025, secondary advisor, *Marketing*), University of Oregon
 Abby Frank, (2022, primary advisor, *Marketing*), University of Oregon
 Jessica Canfield, (2019, secondary advisor, *Marketing*), University of Oregon

Undergraduate honors thesis advising

Quynh-Tran Le, (2025-2026, primary advisor, Clark Honors College, University of Oregon
 Rowan Wilkinson, (2023-2024, primary advisor), Clark Honors College, University of Oregon
 Ryan Horiuchi (2020-2021, secondary advisor), Clark Honors College, University of Oregon
 Morgan Heinrich (2020-2021, primary advisor), Clark Honors College, University of Oregon

Teaching Experience

Primary Instructor [Fall, Winter, Spring, *original course, #scheduled, UG, MBA, PhD]

Lundquist College of Business, University of Oregon

Experimental Research Methods (PhD)	S2025, S2027 [#]
Marketing Analytics* (UG, MBA)	W2022, W2023, F2023, W2024, W2025, S2025, F2025, W2026
Economic Aspects of Sport (MBA)	F2018, F2019, F2020, F2021, F2022
Financing Sports Business (UG)	F2018, F2019, F2020, F2021, F2022
Marketing Management (UG)	W2019, W2020, W2021
Independent Study: Eye-Tracking Research in Marketing (PhD)	S2020
Independent Study: Mediation and Moderation Methods for Consumer Research (PhD)	W2023

The Wharton School, University of Pennsylvania

Special Topics in Consumer Neuroscience (UG, MBA)	S2018
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Pomona College

Behavioral Economics* (UG)

F2014, S2016, S2017

Intermediate Microeconomics (UG)

F2014, S2015, F2015, F2016

Senior Seminar: Experimental Economics* (UG)

S2015, S2016

Advanced Behavioral and Experimental Economics* (UG)

S2017

Other Information

Memberships: American Marketing Association, Association for Consumer Research, Economic Science Association, American Economic Association, Society for Consumer Psychology, Society for Judgment and Decision Making

Programming: R, Python, Stata, FSL, L^AT_EX