

JULIE R. IRWIN

Miner Chair of Marketing
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PROFESSIONAL EXPERIENCE

Miner Chair of Marketing	Lundquist School of Business University of Oregon June 15 2023-present
Marlene and Morton Meyerson Centennial Professor of Business	Business, Government and Society Department (Marketing Department courtesy appointment), McCombs School of Business, The University of Texas at Austin, September 2017-May 30, 2023.
Marlene and Morton Meyerson Centennial Professor of Business	Marketing Department (Business, Government and Society Department courtesy appointment), McCombs School of Business, The University of Texas at Austin, September 2016- September 2017
Professor	Marketing Department, McCombs School of Business, The University of Texas at Austin, August 2010-present.
Associate Professor	Marketing Department, McCombs School of Business, The University of Texas at Austin, August 2002-July 2010.
Visiting Assistant Professor	Marketing Department, The Wharton School, University of Pennsylvania, July 1997-July 1999.
Assistant Professor	Marketing Department, Stern School of Business, New York University, July 1994-July 1998.

Postdoctoral Fellow

Quantitative Psychology Division, Department of Psychology, University of Illinois. National Institute of Mental Health Research Service Award No. MH14257, 1992-June 1994.

EDUCATION

Ph.D.	Cognitive Psychology, University of Colorado
M.A.	Cognitive Psychology, University of Colorado
B.A. (High Honors)	Psychology/English, College of William and Mary

ARTICLES IN PEER-REVIEWED JOURNALS

Google Scholar Citations: (as of 1/25) Google Scholar 8125

Garavaglia, Shannon G, Ben Van Landuyt, Brian White and Julie Irwin, "The ESG Stopping Effect: How Do Investors React When Companies Stop Doing Good?" Submitted to conference linked to journal. *Accounting, Organizations and Society*, in press.

Hyunkyu, Sean and Julie R. Irwin (2020), "Answering for yourself versus others: Direct versus indirect estimates of charitable donations," *Psychology and Marketing*, 38, 397-415.

Chugani, Sunaina K. and Julie R. Irwin (2020), "All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products," *Psychology and Marketing*, 37, 1554-1570.

Rao, Ragunath, Julie R. Irwin and Zhuping Liu (2020), "Flying with a net and without: Preventative devices and self-control. *International Journal of Research in Marketing*, 37, 521-543.

Rebecca R. Reczek, Irwin, Julie R., Danny Zane and Kristine Ehrich (2018). "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attributes," *Journal of Consumer Research*, 45, 185-207.

Winterich, Karen, Rebecca R. Reczek and Julie R. Irwin (2017). "Keeping the Memory but Not the Possession: Memory Preservation Mitigates Identity Loss from Product Disposition," *Journal of Marketing*, 88, 104-120.

- McClelland, Gary H., Julie R. Irwin, David Disatnik and Liron Sivan (2017). "Multicollinearity is a red herring in the search for moderator variables: A guide to interpreting moderated multiple regression models and a critique of Iacobucci, Schneider, Popovich and Bakamitsos," *Behavior Research Methods*, 49, 394-402.
- Zane, Daniel M., Julie R. Irwin and Rebecca Walker Reczek (2016). "Do less ethical consumers denigrate more ethical consumers? The effect of willful ignorance on judgments of others," *Journal of Consumer Psychology*, 26, 337-349.
- Chugani, Sunaina K., Julie R. Irwin and Joseph P. Redden (2015), "Happily Ever After: The Effect of Identity-Consistency on Product Satiation," *Journal of Consumer Research*, 42, 564-577.
- McClelland, Gary H., John G. Lynch, Jr., Julie R. Irwin, Stephen A. Spiller and Gavan Fitzsimons (2015), "Median Splits, Type II Errors and False Positive Consumer Psychology: Don't Fight the Power," *Journal of Consumer Psychology*, 25, 679- 689.
- Jongmans, Éline, Alain Jolibert and Julie Irwin (2014), «Toujours plus, toujours mieux? Effet contre-intuitif de l'évaluation des attributs environnementaux du produit par le consommateur,» *Recherche et Applications en Marketing*, 29, 10-3.
- Ward, Morgan K., Joseph K. Goodman and Julie R. Irwin (2012), "The Same Old Song: The Power of Familiarity in Music Choice," *Marketing Letters*, 25, 1-11.
- Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan (2010), "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," *Journal of Marketing*, 74, 18-31.
- Nicolao, Leonardo, Julie R. Irwin and Joseph Goodman (2009), "Happiness for Sale: Do Experiential or Material Purchases Lead to Greater Retrospective Happiness?" *Journal of Consumer Research*, 36, 188-198.
- Irwin, Julie R. and Rebecca Walker Naylor (2009), "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding versus Including Product Alternatives," *Journal of Marketing Research*, 46, 234-246.
- Lichtenstein, Sarah, Robin Gregory and Julie Irwin (2007), "What's Bad is Easy: Taboo Values, Affect and Cognition," *Judgment and Decision Making*, 2, 169-188.
- Goodman, Joseph and Julie R. Irwin (2006), "Special Random Numbers: Beyond the Illusion of Control," *Organizational Behavior and Human Decision Processes*, 99, 161-174.
- Ehrich, Kristine and Julie R. Irwin (2005), "Willful Ignorance: The Avoidance of Ethical Attribute Information" *Journal of Marketing Research*, 42, 266-277.

- Irwin, Julie R. and Gary H. McClelland (2003), "Negative Consequences of Dichotomizing Continuous Predictor Variables," *Journal of Marketing Research*, 40, 366-371.
- Raghunathan, Rajagopal and Julie R. Irwin (2002), "Walking the Hedonic Product Treadmill: Default Contrast and Mood-Based Assimilation in Judgments of Predicted Happiness with a Target Product," *Journal of Consumer Research*, 28, 355-368.
- Irwin, Julie R. and Baron, Jonathan (2001), "Response Mode Effects and Moral Values," *Organizational Behavior and Human Decision Processes*, 84, 177-197.
- Irwin, Julie R. (2001), "Treating individual difference predictors as continuous or categorical," *Journal of Consumer Psychology*, Special Issue on Methodological Concerns for the Experimental Behavior Researcher, Dawn Iacobucci, Guest Editor, 10, 51-53.
- Irwin, Julie R. (2001), "Mediators and Moderators," *Journal of Consumer Psychology*, Special Issue on Methodological Concerns for the Experimental Behavior Researcher, Dawn Iacobucci, Guest Editor, 10, 97-98.
- Nadler, Janice, Julie R. Irwin, James H. Davis and Wing Tung Au Paul Zarnoth, Adrian Rantilla, Kathleen Koesterer (2001), "Order Effects in Individual and Group Policy Allocations," *Group Processes and Intergroup Relations*, 4, 99-115.
- Irwin, Julie R. and Gary H. McClelland (2001), "Misleading Heuristics for Moderated Multiple Regression Models," *Journal of Marketing Research*, 38, 100-109.
- Irwin, Julie R. (1999), "Introduction to the Special Issue on Ethical Tradeoffs in Consumer Decision Making," *Journal of Consumer Psychology*, 8, 211-213.
- Louviere, Jordan, Robert Meyer, David Bunch, Richard Carson, Benedict Dellafer, Michael Hanneman, David Hensher, Julie Irwin and Marc Roubens (1999), "Combining Sources of Preference Data for Modeling Complex Decision Processes," *Marketing Letters*, 10, 205-217, Gilles Laurent, Guest Editor.
- Irwin, Julie R., Gary H. McClelland, Mike McKee, William D. Schulze and N. Elizabeth Norden (1998), "Payoff dominance versus cognitive transparency in decision making," *Economic Inquiry*, 36, 272-285.
- Coupey, Eloise, Julie R. Irwin and John W. Payne (1998), "Product familiarity and the expression of preferences," *Journal of Consumer Research*, 24, 459-468.
- Fox, Craig R. and Julie R. Irwin (1998), "The role of context in the communication of uncertain beliefs," *Basic and Applied Social Psychology*, 20, 59-72.
- Irwin, Julie R. and Lawrence E. Jones (1998), "SINDSCAL source weight transformations are not always necessary or desirable: Reply to Hodgkinson," *Journal of Behavioral Decision Making*, 11, 79-84.

- Irwin, Julie R. and Joan Scattone Spira (1997), "Anomalies in the valuation of consumer goods with environmental attributes," *Journal of Consumer Psychology*, 6, 339- 363.
- Kahn, Barbara E., Eric Greenleaf, Julie R. Irwin, Alice M. Isen, Irwin P. Levin, Mary Frances Luce, Manuel C. F. Pontes, James Shanteau, Marc Vanhuele and Mark J. Young. (1997), "Examining medical decision making from a marketing perspective," *Marketing Letters*, 8, 361-375.
- Irwin, Julie R., Lawrence E. Jones and David Mundo (1996), "Risk perception and victim perception: The judgment of HIV cases," *Journal of Behavioral Decision Making*, 9, 1-22.
- Irwin, Julie R. and James H. Davis (1995), "Choice/Matching preference reversals in groups: Consensus processes and justification-based reasoning," *Organizational Behavior and Human Decision Processes*, 64, 325-339.
- Irwin, Julie R. (1994), "Buying/selling price preference reversals: Preference for environmental changes in buying versus selling modes," *Organizational Behavior and Human Decision Processes*, 60, 431-457.
- Irwin, Julie R. (1994), "Elicitation rules and incompatible goals," *Behavioral and Brain Sciences*, 17, 20-21.
- Irwin, Julie R., Paul Slovic, Sarah Lichtenstein and Gary H. McClelland (1993), "Preference reversals and the measurement of environmental values," *Journal of Risk and Uncertainty*, 6, 1-13.
- Irwin, Julie R., Gary H. McClelland and William D. Schulze (1992), "Hypothetical and real consequences in experimental auctions for insurance against low-probability risks," *Journal of Behavioral Decision Making*, 5, 107-116.

INVITED BOOK CHAPTERS

- Reczek, Rebecca Walker, Julie R. Irwin & Daniel M. Zane (2022). Good Intentions – Thoughtless Buying Decisions: Understanding and Breaking Barriers to Ethical Consumption. *NIM Marketing Intelligence Review*, 14(1) 25-29
- Reczek, Rebecca Walker and Julie R. Irwin (2014) "Ethical Consumption," in Michael Norton, Derek Rucker and Cait Lambertson (Eds.) *The Cambridge Handbook of Consumer Psychology* (507-529). Cambridge: Cambridge University Press.
- Gershoff Andrew D. and Julie R. Irwin (2012) "Why Not Choose Green? Consumer Decision Making for Environmentally Friendly Products," in Pratima Bansal and Andrew Hoffman

(Eds.) *The Oxford Handbook of Business and the Environment* (p. 363-383). Oxford: Oxford University Press.

Irwin, Julie R. (2011) “Protected Values,” in Joseph Alba (Ed.) *Consumer Insights: Findings from Behavioral Research* (85-89). Cambridge, MA: Marketing Science Institute.

Raghunathan, Rajagopal and Julie R. Irwin (2007) “Past product experiences as determinants of happiness with target product experiences: Implications for subjective well being,” in P.L. Porta and L. Bruni (Eds.), *Economics and Happiness: Framing the Analysis*, Oxford: Oxford University Press.

Irwin, Julie R. and Jonathan Baron “Values and Decisions” (2001) *Wharton on Making Decisions*, in Stephen J. Hoch, Howard Kunreuther and Robert E. Gunther (Eds.), New York: John Wiley and Sons, 308-327.

OTHER PUBLICATIONS

(Single-author unless otherwise noted)

Popular Media

The Ghosts of Emmett Till (letter), *New York Times*, Aug. 14, 2005.

Golder, Peter N., Julie R. Irwin and Debanjan Mitra (2013), “Four Insights On How Great Brands Fail,” *Forbes*, July 12.

Colleges favor men — but no one suggests they go to lower schools, *Austin American-Statesman* Dec. 13, 2015

Consumer segmentation is future of Black Friday, *Austin American-Statesman*, Nov. 26, 2015. Give the Gift of Financial Security for the Holidays (various titles), *Rio Grande Guardian* 11/25/2015, *The Oklahoman* 11/27/2015, *Houston Chronicle* 11/25/2015, *Fort Worth Star-Telegram* 11/24/2015, *The Dallas Morning News* 11/30/2015, *Rivard Report (San Antonio)* 11/25/2015.

“Ethical companies can get consumers to vote with their wallets,” *Austin-American Statesman*, April 16, 2016.

“Racism is a disease, not a trait: Glenn Beck, Hate and Rereading ‘The Plague’,” *Huffington Post*, November 27, 2016.

Winterich, Karen Page, Rebecca Walker Reczek, and Julie Irwin (2017), “Can Encouraging Picture-taking Increase Donations of Used Goods?” *Marketing News*, 51 (10), 18-21.

“Super Bowl Ads Wade into Politics Why would companies take a stand?” *Psychology Today*, February 8, 2017. Also, *Philadelphia Inquirer*, *Amarillo Globe-News*, *Waco Tribune-Herald*.

Reczek, Rebecca Walker, Julie R. Irwin, and Daniel M. Zane (2018), “Why Consumers Forget Unethical Business Practices,” *Oxford University Press*, June 18.

“What Older Women Want: A Female President,” *Huffington Post*, March 8, 2016.

Irwin, Julie R. and Cait Lamberton (2016), “Donald Trump: Our Individualist Nightmare Hero,” *Huffington Post*, March 17.

“Never mind the Insults; Donald Trump is your Friend,” *Austin-American Statesman*, Feb. 3, 2016, Additional versions: “Donald Trump Schools us on the Psychology of Insults,” *Fort Worth Star-Telegram* Feb 4, 2016, “Trump’s Bullying and the Psychology Behind It,” *McCallen Monitor*, Feb. 19, 2016.

Irwin, Julie R. and Cait Lamberton (2016), “College and Minorities: Justice Scalia Has It Backwards,” *Huffington Post* Jan. 6.

Harvard Business Review

“Loyalty to a Leader is Overrated and Sometimes Dangerous,” *Harvard Business Review*, December 16, 2014.

“Ethical Consumerism Isn’t Dead, It Just Needs Better Marketing,” *Harvard Business Review*, January 12, 2015.

Zane, Daniel, Julie R. Irwin and Rebecca Walker Reczek (2016), “Why Companies are Blind to Child Labor,” *Harvard Business Review*, January 28, 2016.

The Conversation

Reczek, Rebecca Walker, Julie R. Irwin, and Daniel M. Zane (2017), “Untrustworthy Memories Make It Hard to Shop Ethically,” *The Conversation*, December 20.

Winterich, Karen Page, Julie R. Irwin and Rebecca Walker Reczek (2017), “Cherishing Stuff with a Photo can Help you Let Go of It,” *The Conversation*, July 12.

Zane, Daniel, Julie R. Irwin and Rebecca Walker Reczek (2017), “Untrustworthy Memories make it Hard to Shop Ethically,” *The Conversation*, December 20.

Published Working Papers

Golder, Peter N., Julie R. Irwin and Debanjan Mitra (2013), “Long-Term Market Leadership Persistence: Baselines, Economic Conditions and Category Types,” *Marketing Science Institute Working Paper Series* 13-110.

Lynch, John G., Gary H. McClelland, Julie R. Irwin, Stephen A. Spiller, Gavan J. Fitzsimons (2015), “Tis Not, Tis Not – Tis So, Tis So: Rebuttal of Rebuttal by Iacobucci, Posavac, Kardes, Schneider and Popovich on the Appropriateness of Median Splits,” *Social Science Research Network*.

MANUSCRIPTS IN PROGRESS/SUBMITTED

Gautam, Aprajita, Julie Irwin and Rebecca Reczek. “You Can’t Buy Ethicality: Consumers Perceive Inclusive Design as More Ethical When Developed In-house.” Revision requested from *Journal of Consumer Psychology*.

Qin Wang, Monika Lisjak, and Julie R. Irwin. “Reaction to Health Threats depend on Political Orientation.” To be submitted by 12/31/24 to *Journal of Consumer Research*.

Bryan, Christopher, Ethan Burris, Julie Irwin, David Harrison and Cameron Hecht. “Growth mindset and Inclusion—Applications to Firms.” Research in progress.

Irwin, Julie R. and Adrian Ward, “Good versus Bad Guys with Guns: The Noble Bullet Effect.” Research in Progress.

SELECT GOVERNMENT PUBLICATIONS AND PUBLISHED PROCEEDINGS

McClelland, Gary H., William D. Schulze, Don L. Coursey, Brian Hurd, Julie R. Irwin and Rebecca R. Boyce (1987). Improving accuracy and reducing costs of environmental benefit assessments: Risk communication for Superfund sites, an analysis of problems and objectives. U.S.E.P.A. Cooperative Agreement CR812054- 02.

McClelland, Gary H., William D. Schulze, Jeffrey K. Lazo, Donald M. Waldman, James K. Doyle, Stephen R. Elliott, Julie R. Irwin (1991). Methods for measuring non-use values: A

- contingent valuation study of groundwater cleanup. Environmental Protection Agency manuscript. U.S.E.P.A. Cooperative Agreement CR815183.
- McClelland, Gary H., William D. Schulze, David Schenk, Julie R. Irwin (1993). Innovative approaches for valuing perceived environmental quality: Valuing eastern visibility: A field test of the contingent valuation method. Environmental Protection Agency manuscript. U.S.E.P.A. Cooperative Agreement CR815183.
- Schulze, William D., Gary H. McClelland, David Schenk, Steven R. Elliot, Julie R. Irwin, Rebecca R. Boyce, Thomas Stewart, Paul Slovic, Sarah Lichtenstein, Leland Deck, Mark Thayer (1993). Improving accuracy and reducing costs of environmental benefit assessments: Field and laboratory experiments on the reliability of the contingent valuation method. Environmental Protection Agency manuscript. U.S.E.P.A. Cooperative Agreement CR812054.
- Irwin, Julie R. (1995). "Something's missing: Modern Cognitive Approaches to Decision Making with Incomplete Information," Advances in Consumer Research (Vol. 23). Association for Consumer Research special session proceedings.
- Luce, Mary Frances and Julie R. Irwin (1996). "Consumer Behavior, Avoidance and Coping," Advances in Consumer Research (Vol. 24). Association for Consumer Research special session proceedings.
- Irwin, Julie R. (2001). "A Fuller Understanding of Product and Brand Relationships: Antecedents, Dimensions and Consequences," Advances in Consumer Research (Vol. 28). Association for Consumer Research special session proceedings

AWARDS AND FUNDING

Awards

- MBA Faculty Award Nominee, Exceptional Work in an MBA Elective Course, McCombs School University of Texas. 2022.
- BBA Foundation Honor Roll for Undergraduate Teaching, University of Texas, 2011, 2020, 2022.
- AMA-EBSCO Annual Award for Responsible Research in Marketing, 2020 (with Karen Page Winterich and Rebecca Walker Reczek).
- McCombs Faculty Research Excellence Nominee, BGS department (2018, 2019, 2020), Marketing department (2014, 2016)
- Outstanding reviewer award, *Journal of Consumer Research*, 2013-2014.
- Society for Judgment and Decision Making 2008 conference student poster award second runner up (with Michael Luchs, Rebecca Walker and Rajagopal Raghunathan).

Best Paper Award: Inspiring Scholarship for Collective and Personal Well-being, Dartmouth MSI Conference on Transformative Consumer Research, July 8, 2007 (with Michael Luchs, Rebecca Walker and Rajagopal Raghunathan).

University of Texas College of Business Administration Foundation Advisory Council Centennial Fellowship (2003-2016).

Bureau of Business Research Fellowship, McCombs School, University of Texas, 2002-2003 academic year.

Trammel/CBA Foundation Teaching Award, University of Texas, Spring 2002.

University of Texas Faculty Council, at-large member, 2001-2003 (University-wide elected position).

MBA “Hall of Honors,” Spring 2001, McCombs School, University of Texas.

CBA Foundation Research Excellence Award for Assistant Professors, University of Texas at Austin, May 2000.

Grants

McCombs Research Excellent Grant, 2006, 2014, 2019.

Association for Consumer Research Transformative Research grant (with Michael Luchs, Rebecca Naylor and Raj Raghunathan), 2006.

Co-investigator, “Making Responsible Decisions when Tradeoffs are Taboo,” National Science Foundation (Decision, Risk and Management Science and Ethics and Values divisions), Robin Gregory and Ralph Keeney, co-principle investigators, 2001- 2003.

“Collaborative Research in Group Decision, Consensus Mechanisms and Public Hazards,” National Science Foundation, Decision, Risk and Management Science division. James H. Davis, co-principal investigator. 1995-1999.

Appointed Positions and Panels

Co-chair, Sustainability and Well-being track, 2023 American Marketing Association Winter Academic Conference.

Reviewer, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2022

Chair, Marketing Methods session, Sheth Doctoral Consortium Summer 2022

Faculty Review Panelist, Archer Award 2022

Decision, Risk and Management Science Division, National Science Foundation appointed grant evaluation panel, 2002-2004.

Environmental Protection Agency and National Science Foundation joint appointed grant evaluation panel (Valuation and Environmental Policy Directive). Washington, D.C., 1995 and 1996.

Extreme Event Decision Making, National Science Foundation panel, Washington, D.C., April 29-30, 2001.

Conference review panel/program committee examples: Society for Consumer Psychology, Association for Consumer Research, Society for Judgment and Decision Making.

Conference Program Chair: Society for Judgment and Decision Making, 2003 (Vancouver, BC). Plenary speakers: Daniel Kahneman and Daniel Ellsberg.

Conference Chair, Society for Consumer Psychology (APA Division 23), Summer 2002.

Visiting Professor, Jordan, McGrath, Case & Taylor advertising agency (Advertising Educational Foundation program). July 1995.

EDITORSHIPS AND REVIEWING

Data Editor

Journal of Marketing: 2025-present.

Associate Editor

Journal of Marketing Research: July 2020-present.

Organizational Behavior and Human Decision Processes, July 2010-September 2014 (previously-submitted manuscripts only after July 11, 2011).

Editorial Boards

Journal of Marketing Research, *Journal of Consumer Research* (until 2022), *Organizational Behavior and Human Decision Processes* (until 2025), *Journal of Behavioral Decision Making*, *Journal of Marketing*, *Journal of Economic Psychology*

Guest Editor

Special Issue of *Journal of Consumer Psychology* on Ethical Tradeoffs in Consumer Decision Making, Volume 8, Number 3.

Reviewer (subset)

The American Journal of Psychology, Association for Consumer Research Program Committee, Environmental Protection Agency, *International Journal of Forecasting*, *Journal of Applied Social Psychology*, *Journal of Behavioral Decision Making*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Economic Psychology*, *Journal of Experimental Psychology: Applied*, *Journal of Experimental Social Psychology*, *Journal of Marketing and Public Policy*, *Journal of Marketing Research*, *Journal of Medical Decision Making*, *Journal of Retailing*, *Journal of Risk and Uncertainty*, *Judgment and Decision Making*, *Marketing Letters*, *Management Science*, *National Science Foundation (Decision, Risk and Management Science and Political Science Programs)*, *Risk Analysis*, *Society for Consumer Psychology*, *The Accounting Review*

Promotion Letters

Arizona State University, Boston College, Boston University, Cornell University, Dartmouth College, Erasmus University, Georgetown University, University of Kansas, University of California at San Diego, University of Colorado, University of North Texas, University of Oregon, University of Richmond, University of Virginia, University of Wisconsin

PRESENTATIONS

* denotes presenter

Irwin*, Julie R., Gary H. McClelland and William D. Schulze, "Hypothetical and Real Responses to Low Probability Risk," Economic Science Association, October 1988, Tucson, Arizona.

Irwin*, Julie R., Gary H. McClelland and William D. Schulze, "Commodity Type and Elicitation Effects," Society for Judgment and Decision Making, November 1989, Atlanta, Georgia (poster).

Irwin*, Julie R. and Gary H. McClelland, "WTA/WTP Preference Reversals," Society for Judgment and Decision Making, November 1990, New Orleans, Louisiana (poster).

- Irwin*, Julie R., Paul Slovic, Sarah Lichtenstein and Gary H. McClelland, "Preference Reversals and the Measurement of Environmental Values," Society for Judgment and Decision Making, November 1991, San Francisco, California (poster).
- Irwin*, Julie R. and James H. Davis, "Social Factors and Choice/Matching Preference Reversals," Society for Judgment and Decision Making, November 1993, Washington, D.C (poster).
- Coupey*, Eloise, Julie R. Irwin* and John W. Payne, "Product Class Familiarity and Preference Reversals," Behavioral Decision Research in Management, May 1994, Boston, MA.
- Coupey*, Eloise, Julie R. Irwin and John W. Payne, "Product Class Familiarity and Preference Reversals," Russell Sage Foundation Institute for Behavioral Economics, July 1995, Pasadena, CA.
- Coupey, Eloise, Julie R. Irwin* and John W. Payne, "Product Class Familiarity and Preference Reversals," Association for Consumer Research, October 1995, Minneapolis, MN (special session)
- Coupey, Eloise, Julie R. Irwin* and John W. Payne, "Product Class Familiarity and Preference Reversals," Society for Judgment and Decision Making, November 1995, Los Angeles, CA.
- Irwin*, Julie R. and James H. Davis, "Environmental Hazards and Group Decision Processes," INFORMS conference, Washington, D.C., May 8, 1996.
- Irwin*, Julie R. and Joan Scattone, "Tradeoff difficulty and environmental attributes," Association for Consumer Research, October 1996, Tucson, AZ (special session).
- Baron*, Jonathan, Julie R. Irwin, Mark Spranca and Ilana Ritov, "Protected Values," Society for Judgment and Decision Making, November 1996, Chicago, IL.
- Nadler*, Janice, Julie R. Irwin, James H. Davis, Winton Au, Paul Zarnoth and Katherine Koesterer, "Agenda Order in Group Decisions about Embedded Public Hazards," Midwestern Psychological Association, May 1997, Chicago, IL.
- Au*, Winton, James H. Davis, Julie R. Irwin, Katherine Koesterer, Paul Zarnoth, Janice Nadler and A.K. Rantilla, "Effects of Response Format on Group Decision Making Midwestern Psychological Association, May 1997, Chicago, IL.
- Irwin*, Julie R. and Jonathan Baron, "Trade-off Refusals and Consumer Preference," Columbia, NYU, Wharton and Yale Joint Colloquium, Columbia University, New York, NY, 1997.
- Raghunathan, Rajagopal and Julie Irwin*, "Context Effects on Predicted Happiness with Products," Marketing Science Association, June 1998, Insead, Fontainebleau, France.

- Raghunathan, Rajagopal and Julie Irwin*, "Context Effects on Predicted Happiness with Products," Paradoxes of Happiness in Economics Conference, March 2003, Milan, Italy.
- Irwin*, Julie R. and Robert Meyer, "In Search of the Multi-Lingual Judge: Biases in Multiattribute Decision Making," Association for Consumer Research, October 1999, Columbus OH (special session).
- Golder*, Peter and Julie R. Irwin, "If They Could See Us Now: A Look at How Category Relationships Drive Brand Persistence," Association for Consumer Research, October 2000, Salt Lake City, UT (special session).
- Irwin*, Julie R., Miguel Brendl and Art Markman, "No More Vices and Virtues: A Better Approach to Sin (Tonight and Next Week)," Association for Consumer Research, October 2001, Austin, TX (special session).
- Irwin*, Julie R., Miguel Brendl and Art Markman, "No More Vices and Virtues: A Better Approach to Sin (Tonight and Next Week)," Society for Judgment and Decision Making, November 2001, Austin, TX.
- Goodman, Joseph K. and Julie R. Irwin, "Reluctance to Concede Randomness: Specialized Random Numbers," Association of Consumer Research, Oct 9-12, 2003, Toronto, Canada.
- Ehrich*, Kristine and Julie R. Irwin, "Willful Ignorance in the Face of Conflict: The Avoidance of Ethical Attribute Information," Association for Consumer Research, October 2003, Toronto, Canada (special session).
- Goodman*, Joseph and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," Po Society for Judgment and Decision Making, November 2003, Vancouver, BC (poster).
- Goodman*, Joseph and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," Behavioral Decision Making in Management, April 2004, Duke University.
- Goodman*, Joseph and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," Association for Consumer Research, October 2004 Portland, OR (special session).
- Irwin*, Julie R. "Willful Ignorance," Association for Consumer Research Doctoral Consortium, October 2004, Portland, OR.
- Walker*, Rebecca and Julie R. Irwin, "You Can't Throw That Away: The Influence of Emotional Attachment on Product Disposal Choices," Behavioral Decision Research in Management Conference, April 2004, Duke University.

- Walker*, Rebecca E. and Julie R. Irwin, "Why What It Is and Who It Goes to Matters: The Emotional and Experiential Antecedents of Product Disposal Choices," Association for Consumer Research, October 7-10, 2004, Portland, Oregon (special session).
- Goodman*, Joseph K. and Julie R. Irwin, "Special Random Numbers: Beyond the Illusion of Control," Association of Consumer Research, Oct 7-10, 2004, Portland, OR (special session).
- Walker*, Rebecca and Julie R. Irwin, "You Can't Throw That Away: The Influence of Emotional Attachment on Product Disposal Choices," Society for Consumer Psychology, February 2005, Saint Petersburg, FL.
- Ward, Morgan K., Joseph K. Goodman* and Julie R. Irwin, "I Want It Even Though I Do Not Like It: Preference for Familiar but Less Liked Music," Society for Judgment and Decision Making, Nov 11-14, 2005, Toronto, ON, Canada.
- Luchs, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?: Exposing Latent Intuitions about Ethical Products," Association for Consumer Research Conference, September 29-30, 2006, Orlando, FL. (poster).
- Luchs, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Is There an Expected Trade-off Between a Product's Ethical Value and Its Effectiveness?: Exposing Latent Intuitions about Ethical Products," Society for Judgment and Decision Making Conference, November 18-20, 2006 Houston, TX. Second Runner-up for Best Student Poster Award.
- Luchs*, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior? Society for Consumer Psychology Conference, February 21-23, 2006 New Orleans, LA.
- Luchs, Michael, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan*, "Consumer Hypocrisy in Ethical Decision Contexts: Exposing the Discrepancy Between Explicitly Stated and Privately-Held Beliefs About the Ethicality-Functionality Relationship," Presented at the 2007 INFORMS Marketing Science Conference, June 28-30, Singapore.
- Luchs*, Michael, Rebecca Naylor, Julie Irwin and Rajagopal Raghunathan, "Do Consumers Intuitively Believe that Ethically Superior Products are Functionally Inferior? Transformative Consumer Research, sponsored by the Tuck School of Dartmouth College, Marketing Science Institute and the Association for Consumer Research, July 6-8, 2007, Hanover, NH. Winner of a "Best Paper Award."
- Irwin, Julie R. and Rebecca Walker Naylor*, "Ethical Decisions and Response Mode Compatibility: Weighting of Ethical Attributes in Consideration Sets Formed by Excluding

Versus Including Product Alternatives. Association for Consumer Research, October 23-25, 2008, San Francisco, CA (special session).

Luchs*, Michael, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan, "The Ethical Penalty: Consumers Believe that Product Ethicality is Negatively Related to Product Effectiveness," International Conference on Business and Sustainability, October 15-17, 2008, Portland, OR.

Luchs*, Michael, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan, "Do Consumers Intuitively Believe That Ethically Superior Products are Functionally Inferior? Exposing an Underlying Cause of Inconsistencies Between Ethical Values and Purchasing Behavior," Society for Consumer Psychology, February 21-23, 2008, New Orleans, LA.

Luchs, Michael*, Rebecca Walker Naylor, Julie R. Irwin and Rajagopal Raghunathan, "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Carlson on Sustainability Conference at the Carlson School of Management, University of Minnesota, October 20-22, 2010.

Chugani*, Sunaina K., Irwin, Julie. "All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products" Society for Consumer Psychology, Feb 16-18 2010, Las Vegas, NV.

Namkong, Jae-Eun* and Julie R. Irwin, "Prospective Motivated Reasoning in Charitable Giving: Making Sense of Our Future Behavior and Protecting Our Future Self" Association for Consumer Research, October 2010, Jacksonville, FL (poster).

Irwin, Julie R.* and Szu-Chi Huang, "Slam the Good Guys: Guilt over Less Ethical Behavior Results in Denigration of Ethical Consumers," Association for Consumer Research, October 2010, Jacksonville, FL.

Irwin, Julie R. and Szu-Chi Huang*, "Slam the Good Guys: Guilt over Less Ethical Behavior Results in Denigration of Ethical Consumers," Society for Judgment and Decision Making, November 2010, St. Louis, MO.

Luchs, Michael, Rebecca Walker Naylor*, Julie R. Irwin and Rajagopal Raghunathan, "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Joseph M. Katz Graduate School of Business and College of Business Administration, University of Pittsburgh, February 19, 2010.

Luchs, Michael, Rebecca Walker Naylor*, Julie R. Irwin and Rajagopal Raghunathan, "The Sustainability Liability: Potential Negative Effects of Ethicality on Product Preference," Department of Marketing, College of Business, University of Cincinnati, February 12, 2010.

Naylor, Rebecca Walker, Julie R. Irwin and Kristine Ehrich*, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," Association for Consumer Research, October 15, 2011, St. Louis, MO (special session).

Chugani*, Sunaina K., Irwin, Julie. "All Eyes on You: Public Consumption Contexts and Hedonic Adaptation to Products," Society for Consumer Psychology, Feb 17, 2011, Las Vegas, NV

Naylor, Rebecca Walker*, Julie R. Irwin and Kristine R. Ehrich, "That's Not How I Remember It: Willfully Ignorant Memory for Ethical Product Attribute Information," Marketing and Public Policy Conference, May 30, 2012, Washington, D.C.

Winterich, Karen Page*, Rebecca Walker Naylor and Julie R. Irwin, "Identity Preservation: If I Can Remember It, You can Have it," Association for Consumer Research, October 5, 2013, Chicago, IL. (special session).

Irwin, Julie R.* "Willful Ignorance and Ethical Values," Greater Good Preconference of the Behavioral Decision Research in Management Conference, London Business School, July 20, 2014.

Zane, Daniel M.*, Julie R. Irwin and Rebecca Walker Reczek, "Do less ethical consumers denigrate more ethical consumers? The effect of willful ignorance on judgments of others," Association for Consumer Research, October 2, 2015, New Orleans, LA.

Zane, Daniel M.*, Julie R. Irwin and Rebecca Walker Reczek, "Disparaging ethical others; When and why willfully ignorant consumers judge others who seek out ethical product information, Decision Science Research Forum, April 17, 2015, Ohio State University, Columbus, OH.

Winterich*, Karen Page, Rebecca Walker Naylor and Julie R. Irwin, "Just One Photo Before I Say Goodbye: Memory Preservation Increases Donation of Special Possessions," Society for Consumer Psychology Boutique Conference on Identity and Consumption, July 21, 2016, Chicago, IL.

Garavaglia*, Shannon G, Brian White and Julie Irwin, "Starting, Stopping and Reporting on Corporate Social Responsibility: How Do Investors React When Companies Stop Doing Good?" 2018 FARS Midyear Meeting, January 26-January 27, Austin, Texas.

Garavaglia*, Shannon G, Brian White and Julie Irwin, "Starting, Stopping and Reporting on Corporate Social Responsibility: How Do Investors React When Companies Stop Doing Good?" 2019 LoneStar Conference, January 17, Austin, TX.

Garavaglia*, Shannon G, Brian White and Julie Irwin, "Starting, Stopping and Reporting on Corporate Social Responsibility: How Do Investors React When Companies Stop Doing Good?" 2019 Accounting of Business and Organizations Conference, October 4, Providence, RI.

Garavaglia*, Shannon G, Brian White and Julie Irwin, "ESG across the Product Lifestyle" University of Pittsburgh, April 4, 2022.

Gautam*, Aprajita, Julie Irwin and Rebecca Reczek, “You Can’t Buy Ethicality,” Association for Consumer Research, Seattle, WA, October 2023.

INVITED PRESENTATIONS

Illinois State Geological Survey, March 16, 1994.

Center for Policy Research, State University of New York, Albany, November 16, 1994.

Department of Social and Applied Psychology, University of Kent, Canterbury, England, May 25, 1995.

Decision-making consortium, University of Pennsylvania, January 23, 1996.

Marketing Department, University of California at Berkeley, March 17, 1997.

Marketing Department, Ohio State University, December 5, 1997.

Psychology department colloquium, University of Pennsylvania, February 1998.

Social Decision Sciences colloquium, Carnegie Mellon University, June 1998.

Vanderbilt Institute for Public Policy Studies, October 1998.

Marketing Department, Behavioral Economics and Decision Research joint colloquium, Cornell University, February 1999.

Psychology Department, College of William and Mary, April 6, 2001.

Tucson Interdisciplinary Workshop on Decision-Making, Tucson, AZ, March 5-7, 2004.

University of Chicago Graduate School of Business, Chicago, IL, May 10, 2004.

Marketing Department, INSEAD, Fontainebleau, France, June 11, 2004.

Invited tutorial, Society for Consumer Psychology, San Diego, CA, February 2009.

Marketing Department, Olin School of Business, Washington University, St. Louis, MO, April 24, 2009.

Marketing Department, University of Wisconsin School of Business, March 2010.

Marketing Department, Stephen M. Ross School of Business, University of Michigan, May 2011.

Centre d'Etudes et de Recherches Appliquées à la Gestion and Marketing Department, University of Grenoble, Pierre Mendès-France University, November 2013.

Greater Good Preconference of the Behavioral Decision Research in Management Symposium, London Business School, July 20, 2014.

McCombs Alumni Business Conference, March 4, 2016.

LAMP (Learning Activities for Mature People), January 11, 2017.

LBJ School of Public Policy, University of Texas, February 2, 2017.

Marketing Department, Tuck School of Business, Dartmouth College, May 19, 2017.

University of Texas "Texas Exes" Alumni College Annual Meeting, June 6, 2017.

Texas Enterprise Speaker Series, October 25, 2017.

Centre d'Etudes et de Recherches Appliquées à la Gestion and Marketing Department, University of Grenoble, Pierre Mendès-France University, March 15, 2017.

San Diego Marketing Research Camp (San Diego State, University of San Diego and University of California at San Diego), March 25, 2018.

South by Southwest Conference (chosen in competitive nationwide vote) March 13, 2019.

Society for Consumer Psychology Doctoral Consortium Plenary Session co-keynote, Savannah, Georgia, February 28, 2019.

Marketing Department, Arizona State University, October 11, 2019.

AMA-EBSCO Paper Award Presentation (with Karen Winterich and Rebecca Reczek), August 18, 2020.

Sheth Doctoral Consortium, Session Chair on Methods in Marketing, June 30, 2022.

Marketing Department Research Day, University of Oregon, October 4, 2024.

TEACHING

Executive

Marketing Principles and Positioning, Consumer Behavior and Marketing Strategy, The North American Consumer, Digesting and Presenting Data, Biases in Decision Making

Doctoral

Behavioral Aspects of Marketing, Marketing Methods and Data Analysis.

(Non-MBA) Masters

Quantitative Methods for Social Sciences, Behavioral Economics, Experimental Methods for Behavioral Marketing

MBA

Marketing Management Core, Consumer Behavior, MBA Independent Studies ranging from marketing business start-ups to social marketing, Ethics and Corporate Social Responsibility, Behavioral Economics, Sustainable Marketing (combined with Undergraduate)

Undergraduate

Principles of Marketing Undergraduate Core, Consumer Behavior, European Marketing and Consumer Behavior, Cultural Aspects of Consumer Behavior, Ethics and Corporate Social Responsibility, Sustainable Marketing (combined with MBA)

SELECT LOCAL SERVICE

Lundquist School of Business, University of Oregon

Chair, Recruiting Committee, Summer-Fall 2024
Promotions and Tenure Committee, School of Business, Fall 2022-present
Promotions and Tenure Committee, Marketing Department, Fall 2024

McCombs School of Business, University of Texas

(Subset—if no year given then multiple years served).

Director, Herbert Family Ethics and ESG Speaker Series (2005-2023).

Marketing Department Budget Council, Marketing Department Executive Committee, Marketing Doctoral Advisory Committee (Chair, 2003-2004), McCombs Research Award Committee (Chair, 2017), McCombs Teaching Award Committee, McCombs Diversity and Inclusion Committee (one-time committee, 2017), Dean's Advisory Committee, Undergraduate Programs Committee, Graduate Programs Committee, Marketing Department Hiring Committee, Director of Marketing Department Speaker Series, University of Texas Faculty Council, Department of Business, Government and Society Executive Committee, Department of Business, Government and Society Hiring Committee, McCombs Committee on Workload Policy (2018), MBA orientation speaker, Advisory Council speaker.

DOCTORAL ADVISING

Dissertation Chair

Joan Scattone Spira
Kristine Ehrich
Rebecca Walker Naylor (Reczek)
Leonardo Nicolao
Sunaina Chugani (Marquez)
Hyunkyu “Sean” Jean

Select Student Coauthors

Raj Raghunathan
Joseph Goodman
Morgan Ward
Shannon Garavaglia
Eline Jongmans
Daniel Zane
Zhuping Liu
Michael Luchs
David Mundo
Deb Mitra
Liron Sivan
Janice Nadler

SELECT MEDIA AND BOOK COVERAGE

Media

The Hidden Brain (NPR)
US News and World Report Huffington Post
Science Daily
CNN
Goats and Soda
Gizmodo
Men’s Journal
Men’s Fitness
Marketplace (NPR)

Kiplinger’s
New York Times
Inc.com
Mashable
Medium
Fast Company
The Atlantic
Real Simple
Harvard Business Review

Book Citations

Thinking and Deciding (Baron)

Blind Spots: Why We Fail to Do What's Right and What to Do about It (Bazerman and Tenbrunsel)

Behavioral Business Ethics: Shaping an Emerging Field (de Cremer and Tenbrunsel)

The Elicitation of Preferences (Fischhoff and Manski)

Research on Judgment and Decision Making: Currents, Connections and Controversies (Goldstein and Hogarth)

Structured Decision Making: A Practical Guide to Environmental Management Choices (Gregory and Failing)

The Handbook of Experimental Economics (Kagel and Roth)

If You're so Smart, Why aren't you Happy? (Raghunathan)

The Adaptive Decision Maker (Payne, Bettman and Johnson)

The Construction of Preference (Lichtenstein and Slovic)

Choices, Values and Frames (Kahneman and Tversky)

Research in Organizational Behavior (Staw and Cummings)

Buying into Fair Trade: Culture, Morality and Consumption (Brown)

Unrelenting Innovation: How to Create a Culture for Market Dominance (Tellis)

Happy Money (Dunn and Norton)

Julie Irwin 02/23/2023

