

ALEXANDER DEPAOLI, PH.D.

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ACADEMIC POSITIONS

D'Amore-McKim School of Business, Northeastern University, Boston, MA
Visiting Assistant Professor of Marketing 2017-present

EDUCATION

Stanford Graduate School of Business, Stanford University, Palo Alto, CA June 2017
Ph.D., Business Administration, *emphasis in Marketing*
Ph.D. Minor, Management Science & Engineering, *emphasis in entrepreneurship*

Brown University, Providence, RI May 2011
B.A. with Honors, Cognitive Science
B.A., Economics

DISSERTATION

“Reason-product (In)compatibility: Implications of Consumer Reasoning for Post-Choice Satisfaction”
Advisors: Professors Uzma Khan and Itamar Simonson
Committee: Professors Uzma Khan, Itamar Simonson, Benoit Monin, Baba Shiv, and Ewart Thomas

RESEARCH INTERESTS

Judgment and decision making Consumer reasoning and deliberation
Affect and emotion in consumer choice Consumer satisfaction

UNDER REVIEW AND WORKING MANUSCRIPTS (SEE APPENDIX FOR ABSTRACTS)

DePaoli, Alexander, Uzma Khan, & Itamar Simonson, "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning," revise and resubmit at the *Journal of Marketing Research*.

Khan, Uzma, Alexander DePaoli, & Michal Maimaran, "Role of Emotion in Goal-Directed Decision Making," revise and resubmit at the *Journal of the Association for Consumer Research*.

DePaoli, Alexander, "The Pros and Cons of Pros and Cons: Consumer Reasoning has Opposite Implications for Post-Decisional Satisfaction and Choice Consistency," in preparation for submission to the *Journal of Consumer Research*.

DePaoli, Alexander & Uzma Khan, "Favorites Fall Faster: Greater Liking Leads to Faster Satiation," working paper.

SELECTED RESEARCH IN PROGRESS (SEE APPENDIX FOR ABSTRACTS)

With Itamar Simonson (Stanford), "Revealing and Erasing Consumers' Preferences for Affectively-Charged Attributes."
With Jonathan Levav (Stanford), "Arousal in the Selection of Reference Prices."
With Jayson Jia (University of Hong Kong), "Fungibility Moderates Medium Maximization."
With Yakov Bart (Northeastern), "The Role of Volatility on Action Bias and Justifiability in Sequential Decisions."

AWARDS AND FELLOWSHIPS

Student Paper Award, Society for Judgment and Decision Making SPSP Preconference	January 2016
Thirteen fellowships and scholarships for the Stanford Graduate School of Business	2011-2016
Undergraduate Thesis Prize in Cognitive Science, Brown University	May 2011

PROFESSIONAL AFFILIATIONS

Association for Consumer Research	2012-present
Society for Consumer Psychology	2013-present
Society for Judgment and Decision Making	2014-present
Marketing Science Institute	2018-present

CONFERENCE PROCEEDINGS AND PRESENTATIONS

- DePaoli, Alexander (2018), "Differential Impacts of Consumer Reasoning on Post-Decisional Satisfaction and Choice." Individual paper presentation at the *Society for Consumer Psychology*, Dallas, TX.
- DePaoli, Alexander & Itamar Simonson (2018), "Revealing and Erasing Consumers' Preferences for Affectively-Charged Attributes." Individual paper presentation at the *Society for Consumer Psychology*, Dallas, TX.
- DePaoli, Alexander (2017), "When Reasons Don't Matter: Differential Impacts of Consumer Reasoning on Post-Decisional Satisfaction and Choice." Individual paper presentation at the *Society for Judgment and Decision Making*, Vancouver, BC.
- DePaoli, Alexander, Uzma Khan, & Itamar Simonson (2017), "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning." Individual paper presentation at the *Association for Consumer Research*, San Diego, CA.
- DePaoli, Alexander, Uzma Khan, & Itamar Simonson (2017), "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning." Individual paper presentation at the *Society for Consumer Psychology*, San Francisco, CA.
- DePaoli, Alexander & Itamar Simonson (2016), "Revealing and Erasing Consumers' Preferences for Affectively-Charged Attributes." Working paper presented at the *Society for Judgment and Decision Making*, Boston, MA.
- DePaoli, Alexander, Uzma Khan, & Itamar Simonson (2016), "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning." Presentation at the *Society for Judgment and Decision Making* preconference to the *Society for Personality and Social Psychology*, San Diego, CA.
- DePaoli, Alexander, Uzma Khan, & Itamar Simonson (2015), "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning." Working paper presented at the *Society for Judgment and Decision Making*, Chicago, IL.
- DePaoli, Alexander & Itamar Simonson (2015), "Revealing and Erasing Consumers' Preferences for their Values and Identities." *Advances in Consumer Research*, vol. 43, 783.
- DePaoli, Alexander & Uzma Khan (2014), "Favorites Fall Faster: Greater Liking Leads to Faster Satiation." *Advances in Consumer Research*, vol. 42, 220-224.
- DePaoli, Alexander & Jonathan Levav (2014), "Get Excited to Pay More! The Role of Arousal in the Selection of Reference Prices." *Advances in Consumer Research*, vol. 42, 782.

- DePaoli, Alexander & Uzma Khan (2014), "Favorites Fall Faster: Greater Liking Leads to Faster Satiation." Presentation at the *Whitebox Advisors Graduate Student Conference*, Yale University, New Haven, CT.
- DePaoli, Alexander & Uzma Khan (2014), "Favorites Fall Faster: Greater Liking Leads to Faster Satiation." Symposium at the *Society for Consumer Psychology*, Miami, FL.
- DePaoli, Alexander & Jonathan Levav (2014), "Get Excited to Pay More! Arousal in the Selection of Reference Prices." Working paper presented at the *Society for Judgment and Decision Making* preconference to the *Society for Personality and Social Psychology*, Austin, TX.
- DePaoli, Alexander & Jonathan Levav (2013), "Affect in the Selection of Reference Prices." *Advances in Consumer Research*, vol. 41, 819.
- DePaoli, Alexander & Uzma Khan (2013), "Favorites Fall Faster: Consequences of Initial Preferences." *European Advances in Consumer Research*, vol. 10, 346.

TEACHING

- "Introduction to Marketing," *Instructor*, Northeastern University Fall 2017, Spring 2018
 Introductory marketing class for undergraduate business majors.
 Evaluations (out of 5): 4.3 and 4.7 in the Fall; 4.5, 4.6, and 4.9 in the Spring
- "Marketing Management," *Teaching Assistant*, Stanford University Winter 2014
 Core marketing class for business Masters students (MSx program).
- "Collaborating with the Future," *Teaching Assistant*, Stanford University Spring 2014
 MBA and Masters-level social entrepreneurship class.
- "Consumer Mind and Behavior Design," *Group Coach*, Stanford University Spring 2013
 Team-based entrepreneurship workshop involving user experience design with real companies.
- "Behavioral Economics," *Course Architect*, Brown University Fall 2010
 Student-driven seminar created through Brown University's Group Independent Study Program.

SERVICE AND LEADERSHIP

- President*, Stanford Graduate School of Business PhD Student Association 2013-2015
- Social Chair*, Stanford Graduate School of Business PhD Student Association 2012-2013

SELECTED INDUSTRY EXPERIENCE

- Freelance, *Start-up Consultant*, Palo Alto, CA 2014-2017
- Provide high-level strategic consulting for entrepreneurs and inventors in areas including blue-tooth navigational technology, sustainable foods and supplements, mobile services, performance tracking, predictive consumption and inventory, and consumer goods delivery.
 - Recommend concrete applications of marketing science and research to improve business plans and fundraising pitches for both first-time and experienced entrepreneurs.
- Freshplum, Inc., *Consumer Behavior Writer and Consultant*, San Francisco, CA 2012-2013
- Freshplum was a technology start-up that delivered targeted promotions to visitors of online retail websites. The company was acquired in 2013.
- Served as the primary contributor to a weekly blog providing behavioral economic and consumer psychology content tailored to online retail contexts.
 - Proposed promotions on the basis of the marketing literature, which were tested by the team.

Anthera Pharmaceuticals, Inc., <i>Market Research and PR Consultant</i> , Hayward, CA	2011
Anthera is a clinical-stage biopharmaceuticals start-up.	
<ul style="list-style-type: none"> • Designed protocols and proprietary software for market and competition research. • Worked to identify opportunities for outreach and online search-engine optimization (SEO). 	
Columbia Business School Center for Decision Sciences, <i>Research Assistant</i> , New York, NY	2010
Collected and analyzed experimental and archival consumer data under Ye Li and Eric Johnson	
QAD Inc., <i>Software Development Intern</i> , Santa Barbara, CA	2009
QAD is a large computer software corporation specializing in enterprise resource planning (ERP) tools for manufacturing companies.	

REFERENCES

Itamar Simonson

(Dissertation Co-Advisor)

Sebastian S. Kresge Professor of Marketing
 Graduate School of Business, Stanford University
 Phone: (650) 725-8981
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Uzma Khan

(Dissertation Co-Advisor)

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 Miami Business School, University of Miami
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APPENDIX

UNDER REVIEW AND WORKING MANUSCRIPTS

DePaoli, Alexander, Uzma Khan, & Itamar Simonson, "Reason-Product (In)Compatibility: Affective and Cognitive Factors in Consumer Reasoning," revise and resubmit at the *Journal of Marketing Research*.

Previous research has suggested that asking decision makers to provide reasons for their choices tends to produce less satisfactory decisions. We propose that this view is overly narrow. We argue that choice satisfaction depends on whether the reasons being articulated are *compatible* with the product category in question. In particular, we show that while consumers in hedonic choice contexts are indeed less satisfied when articulating the more traditionally studied "cognition-based reasons" (grounded in defensible or logical evaluations), their satisfaction is not reduced if they instead articulate "affect-based reasons" (grounded in feelings and emotions). Likewise, consumers in utilitarian choice contexts make less satisfactory choices under affect-based but not cognition-based reasoning. This phenomenon is driven by the systematic ways in which different reason types shift choice preferences, which lead to lower satisfaction only when reasons are *incompatible* with the product category. Four studies support our analysis, and offer new insights into when and how providing reasons impacts choice satisfaction.

Khan, Uzma, Alexander DePaoli, and Michal Maimaran, "Role of Emotion in Goal-Directed Decision Making," revise and resubmit at the *Journal of the Association for Consumer Research*.

While much of consumer choice is seen as driven by conscious or non-conscious goals, consumers may often fail to prioritize their goals when making decisions. Despite the relevance of goal pursuit to consumer behavior, relatively little work has examined factors that facilitate goal-directed decision making. In the current research, we examine when and how different emotions, particularly negative ones, may influence goal-directed decision making. In four studies, we show that anger leads to greater goal-directed decision making and more goal-consistent choices compared to sadness and fear. As a consequence, anger results in both less susceptibility to contextual choice biases and greater post-choice satisfaction. We argue that the results arise because anger is characterized by appraisals of high certainty and high control whereas both sadness and fear are characterized by appraisals of low certainty and low control.

DePaoli, Alexander, "The Pros and Cons of Pros and Cons: Consumer Deliberation has Opposite Implications for Post-Choice Satisfaction and Consistency," in preparation for submission to the *Journal of Consumer Research*.

Deliberation in a hedonic choice can simultaneously lead to lower post-choice satisfaction while paradoxically increasing the likelihood of choice consistent behaviors. Specifically, deliberation causes consumers to choose less satisfying options while also making them more likely to choose those options again in a subsequent choice. This is a consequence of deliberation leading consumers to make an initial choice through reasoning: the identification or generation of strong reasons. Reasoning shifts consumers' initial choice preferences toward justifiable rather than satisfying options, and at the same time equips them with preexisting justifications for choosing the same option again. In six studies, the paradoxical effect of deliberation on hedonic post-choice evaluations is demonstrated, the reasoning mechanism is tested, and a number of alternative explanations are addressed.

DePaoli, Alexander & Uzma Khan, "Favorites Fall Faster: Greater Liking Leads to Faster Satiation," working paper.

Repeated consumption frequently results in satiation. In the current research, we explore important characteristic of satiation, namely the relationship between initial product liking and the rate at which consumers satiate to that product. Across four studies, we demonstrate that, counter to conventional wisdom, consumers satiate faster to products that they initially like more than to products that they initially like less. The effect holds across multiple sensory domains of consumption (including artwork, food, and ringtones), for both experimentally manipulated and individual differences in product liking, and for both self-reported and attentional measures of satiation. Finally, the effect is observed to be specific to hedonic liking criteria. We discuss possible drivers of the effect and theoretical implications of the findings.

SELECTED RESEARCH IN PROGRESS

DePaoli, Alexander & Itamar Simonson, "Revealing and Erasing Consumers' Preferences for Affectively-Charged Attributes," research in progress.

When making a purchase, consumers must weigh and evaluate the features of products. We find that consumers' preferences for affectively-charged features, such as those relating to their emotions, values, or identities, depend heavily on the response mode used to elicit the preference. Consumers greatly value these features in choice (or similar) tasks, but do not value them in willingness-to-pay (or similar) tasks. We find that this effect persists for both quantitative and qualitative features, and for both joint and separate presentation formats. We propose that response modes involving calculations (such as willingness-to-pay or willingness-to-buy) tend to focus consumers solely on instrumental information useful for evaluating or anticipating consumption utility, whereas response modes involving justification (such as choice or strength-of-preference) incorporate non-instrumental (but nevertheless important) affective or ethical considerations. Five studies support the findings.

DePaoli, Alexander & Jonathan Levav, "Arousal in the Selection of Reference Prices," research in progress.

We propose a novel mechanism by which arousal impacts consumers' use of reference prices in a purchase decision. How consumers select a reference price is an important step in determining their price-fairness beliefs, and thus an important step in the decision to purchase. As reference prices may be either external or internal to the consumer, we suggest describing this process as a stimulus- versus memory-based decision (Lynch and Srull 1982), which frames the selection of a reference price as a judgment hinging on the relative diagnosticity and availability of information. We find that high arousal leads consumers to rely more on external cues to price, especially when price is both surprising (even surprisingly high) and seen as diagnostic of the product. This effect is specifically a function of high arousal leading consumers to devalue memory-based internal reference prices. Three studies provide support for the hypotheses.

DePaoli, Alexander and Yakov Bart, "The Role of Volatility on Action Bias and Justifiability in Sequential Decisions," research in progress.

We investigated whether volatility of decision-input information impacts action bias and justifiability. Participants (N=721) made repeated buy/sell/stay decisions of a simulated stock when need to justify (NtJ) was high or low. When price volatility was high, financially literate participants preferred action under low NtJ, while illiterate participants preferred action under high NtJ despite semantic analysis of their decision explanations finding reduced causal justification. Results suggest that NtJ under volatility may help experts justify decisions while leading nonexperts to become more risk seeking, perhaps due to differences in how NtJ impacts both risk aversion and willingness to acknowledging one's risk aversion.

DePaoli, Alexander & Jayson Jia, "The Mediating Effect of Fungibility on Medium Maximization," research in progress.

Previous research has shown that when consumers are given the option to accrue points which serve as a medium to be redeemed later for products or services, they work to maximize this medium with little regard to the value of the future redeemable rewards. We propose a moderator to this phenomenon, namely that a medium will be valued less if it may be redeemed across a greater number of distinct product categories. We theorize this is a result of consumers being less able to visualize the goal of the medium when it can be redeemed for very different purposes, and this diminished goal specificity leads to reduced motivation to accrue the medium.