



Newsletter

<http://www.sjdm.org>
Volume 28, Number 2
June 2009

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The SJDM Newsletter, published electronically four times a year (March, June, September, and December), welcomes short submissions and book reviews from individuals and groups. Essays should: i) be less than 400 words, ii) use inline citations and no reference list, iii) not include a bio (a URL or email is ok). If you are interested in reviewing books and related materials, please email Dan Goldstein. The best way to send your contribution is via email, or as an MS Word email attachment.

Advertising Rates: Advertising can be submitted to the editor. Inclusion of the ad and the space given to the ad is at the editor's discretion. The current charge is \$200 per page. Contact Dan Goldstein for details.

Address Corrections: Please keep your mailing and/or email address current. Address changes or corrections should be sent Bud Fennema. Reports of problems in receiving or opening the pdf file should be sent to the editor.

Society membership: Requests for information concerning membership in the Society for Judgment and Decision Making should be sent to Bud Fennema.

Announcements

Elke Weber writes, "The /NYT/ article by Jon Gertner, "Why Isn't the Brain Green?", may be of interest to JDM list serve subscribers. It focuses on research from the Center for Research on Environmental Decision Making (CRED).

http://www.nytimes.com/2009/04/19/magazine/19Science-t.html?_r=1&ref=magazine"

Alan Reifman writes "Some of you may find the following to be of interest:

http://www.pollster.com/blogs/risk_preferences_and_political.php"

Terry Connolly writes, "Lee Beach, has written a new book ("Narrative Thinking and Decision Making: How the Stories We Tell Ourselves Shape Our Decisions, and Vice Versa"), which he is making available as a free download on his web site, LeeRoyBeach.com. He invites you to visit the site and download the pdf"

Lisa Ordonez writes

“

Dear Friends, Former Students, and Colleagues of Philip Tetlock and Barbara Mellers,

Jenny Tetlock passed away March 15, 2009 from a debilitating form of motor neuron disease, at the age of 15. Her life was cut short after a courageous struggle that lasted for more than a year. She left behind her brother, Paul, her mother, Barbara, and her father, Philip.

Several of Phil and Barb's former students are working to create an endowment at the University of California at Berkeley in Jenny's memory. What will happen with the endowment will depend to some degree on our success in fund-raising for it; we hope it could serve to create a sustainable scholarship in Jenny's name. If you are interested in contributing to the fund, please send contributions to:

Gift Administration

Attn: Jenny Tetlock Memorial Fund

2080 Addison St.

University of California, Berkeley

Berkeley, CA 94720-4200

Checks should be made out to Jenny Tetlock Memorial Fund. For more information about Jenny's condition and how to sign a petition that might help save other Jennies, please visit

<http://jenjensfamily.blogspot.com> and <http://www.thepetitionsite.com/1/oneclickonelife>

If you have any questions or need additional information, please feel free to contact one of the following:

Charles McGuire chuckmcguire2003 at yahoo.com
Gregory Mitchell greg_mitchell at virginia.edu
Linda Skitka lskitka at uic.edu
Alan Cooke alan.cooke at cba.ufl.edu
Lisa Ordonez lordonez at u.arizona.edu
Alan Schwartz alansz at uic.edu
"

Andreas Ortmann (aortmann at yahoo.com) writes, "This is to remind you to share your experiences (both negative AND positive) with editorial processes at <http://www.journalsfeedback.org>

This project is decidedly unscientific but seems to have some useful function as many (of you) have assured us. If you have questions and suggestions, please do not hesitate to let us know. And feel free to spread the word"

Dr. Jonathan W. Leland writes

"
The Air Force Office of Scientific Research has a Young Investigators Program that has a July 28 deadline. They have reserved \$12million for young investigators (within 5 years of their PhD).

<http://www.wpafb.af.mil/library/factsheets/factsheet.asp?id=9332>

AFOSR also has a number of programs that might be of interest to members.

AFOSR: COLLECTIVE BEHAVIOR AND SOCIO-CULTURAL MODELING

<http://www.wpafb.af.mil/library/factsheets/factsheet.asp?id=12394>

Mathematical Modeling of Cognition and Decision

<http://www.wpafb.af.mil/library/factsheets/factsheet.asp?id=12393>

Complex Networks

<http://www.wpafb.af.mil/library/factsheets/factsheet.asp?id=12388>
"

Djuana Lea writes:

"
The Director, Defense Research and Engineering seeks outstanding researchers for the National Security Science and Engineering Faculty Fellowship (NSSEFF) program for the purpose of conducting innovative basic research in areas of interest to the Department of Defense (DoD) and fostering long-

term relationships between the NSSEFF Fellows and the DoD. NSSEFF awards are unclassified basic research grants up to \$850K/year for up to five years for a single investigator.

NSSEFF ensures that the DoD maintains an active, long-term, and aggressive basic research and engineering portfolio that attracts the foremost creative, innovative, and productive university faculty scientists, engineers and their students. Distinguished faculty who are U.S. citizens or permanent residents, and employed by an accredited, U.S. doctoral degree-granting academic institution are eligible to apply.

Important due dates (see the Broad Agency Announcement for complete details - link provided below):

- . 22 June 2009 - Registration to submit Letters of Intent
- . 23 June 2009 - University Letters of Intent to Nominate (required)
- . 6 July 2009 - Registration to submit White Papers
- . 7 July 2009 - White Papers with supporting documentation (required)
- . 16 October 2009 - Full Proposals (invited)
- . 5-6 December 2009 - Oral Presentations (invited)

Broad Agency Announcement (BAA): Access the BAA on Grants.gov at

<http://www07.grants.gov/search/search.do?&mode=VIEW&flag2006=false&oppId=47524>

Click on "Full Announcement" at the top of the page.

If you are unable to view the BAA using the link provided, search for Funding Opportunity Number "AFOSR-BAA-2009-4" on Grants.gov at <http://www07.grants.gov/search/basic.do>
Select the NSSEFF link and click on "Full Announcement" at the top of the page.

Other items of interest:

<http://nsseff.ida.org>

“

Rex Brown (Rexvbrown at aol.com) writes, “I am would like to identifying a motivated young researcher who shares my interest in developing the applied art of decision aiding, possibly along the lines of my 2006 paper and my other work. It is a lonely niche: interdisciplinary, use- (rather than science-) driven, difficult to get funded or published (where it will advance academic promotion). My own career is winding down and currently focused on private (as opposed to professional) decision. I would like to encourage, and perhaps, in a limited way, help, contribute to, continued work of this type. I would be interested in seeing a CV and knowing anyone you have been working with.

Brown RV. Making decision research useful? Not just rewarding. Judgment and Decision Making. Vol. 1, no. 2. pp 162-173. Nov 006”

TWO SOCIETY FOR CONSUMER PSYCHOLOGY AWARDS (EARLY CAREER, DISTINGUISHED SCIENTIFIC ACHIEVEMENT): CALL FOR NOMINATIONS

The Society for Consumer Psychology announces a Call for Nominations for an Early Career Award for Distinguished Scientific Contribution to Consumer Psychology. Nominees should be no more than 8 years post-Ph.D. and must be members of SCP. Please send candidate's curriculum vitae and two letters of reference, in addition to a nomination letter, to Rajeev Batra, Chair, Scientific Affairs Committee, at: rajeevba@umich.edu by September 8, 2009.

The Society for Consumer Psychology announces a Call for Nominations for the Society's Distinguished Scientific Achievement Award. Nominees must be members of SCP. Please send a letter of nomination, the Candidate's curriculum vitae if possible, and two additional letters of reference, to Rajeev Batra, Chair, Scientific Affairs Committee, at: rajeevba@umich.edu, by September 8, 2009.

SPECIAL ISSUE OF JUDGMENT AND DECISION MAKING ON RECOGNITION PROCESSES IN INFERENCEAL DECISION MAKING

The journal *Judgment and Decision Making* (<http://journal.sjdm.org/>) will publish a special issue on *Recognition Processes in Inferenceal Decision Making*, edited by Julian N. Marewski, Ruediger F. Pohl, and Oliver Vitouch.

Many studies have investigated how people make decisions based on their previous encounters with an object or situation. For instance, researchers have examined how consumers rely on their familiarity with brand names when inferring which consumer goods are likely to be quality products. One recent model that operates on such a sense of recognition is the recognition heuristic (Goldstein & Gigerenzer, 1999, 2002). According to this particularly simple rule of thumb, probabilistic inferences about unknown quantities and uncertain events are based solely on recognition information—even when other knowledge can be retrieved from memory. As such, the heuristic links one of the most basic processes of memory-recognition-and decision making under uncertainty.

The recognition heuristic has been the subject of a large amount of research-in judgment and decision making and in other fields. This research has largely been motivated by a highly controversial debate about whether, when, and how people base their decisions on recognition information, how accurate these decisions can be, and whether and how the recognition heuristic differs from related decision strategies, such as the various notions of fluency or availability. The planned special issue strives not only to give an overview of the current debate but also to present the latest research and theoretical developments in this domain of decision making, giving researchers the opportunity to present and evaluate models of decision making that are based on recognition processes.

Another goal is to bring together advocates and critics of the fast-and-frugal heuristics approach (e.g., Gigerenzer, Todd, & the ABC Research Group, 1999), which is the framework in which the recognition heuristic was originally developed, thereby highlighting and potentially resolving some of the controversial issues. This objective is reflected in the composition of the special issue's editors: While Julian Marewski has at times acted more as a proponent of the recognition heuristic, Ruediger Pohl can be considered one of its critics. Oliver Vitouch, in turn, holds the middle ground. In bringing together

researchers with different theoretical positions, the editors will seek to integrate the emerging theories on the recognition heuristic and other inferential strategies into an overarching framework of decision making under uncertainty. At the same time, they hope to encourage a deeper understanding of the role of recognition in inferential decision making, tackle unresolved questions about the scope and nature of the underlying processes, and shed light on memory and decision making, alike.

Interested parties are asked to contact Julian Marewski (by e-mail: [marewski\[at\]mpib-berlin\[dot\]mpg\[dot\]de](mailto:marewski[at]mpib-berlin[dot]mpg[dot]de)). All submissions will be subject to the journal's regular peer review process under the direction of the guest editors and Jonathan Baron, the journal's editor-in-chief. If an article is accepted, the final version must adhere to the technical guidelines of the journal, available at <http://journal.sjdm.org/submit.htm>

References

- Gigerenzer, G., Todd, P. M., & the ABC Research Group. (1999). Simple heuristics that make us smart. New York: Oxford University Press.
- Goldstein, D. G., & Gigerenzer, G. (1999). The recognition heuristic: How ignorance makes us smart. In G. Gigerenzer, P. M. Todd, & the ABC Research Group, Simple heuristics that make us smart (pp. 37-48). New York: Oxford University Press.
- Goldstein, D. G., & Gigerenzer, G. (2002). Models of ecological rationality: The recognition heuristic. *Psychological Review*, 109, 75-90.

Conferences

2009 CALL FOR ABSTRACTS: ANNUAL MEETING OF THE SOCIETY FOR JUDGMENT AND DECISION MAKING

The Society for Judgment and Decision Making (SJDM) invites abstracts for symposia, oral presentations, and posters on any interesting topic related to judgment and decision making. Completed manuscripts are not required.

LOCATION, DATES, AND PROGRAM

SJDM's annual conference will be held at the Sheraton Boston Hotel in Boston, MA during November 21-23, 2009. Early registration and welcome reception will take place the evening of Friday, November 20.

SUBMISSIONS

The deadline for submissions is July 1, 2009. Submissions for symposia, oral presentations, and posters should be made through the SJDM website at <http://sql.sjdm.org>. Technical questions can be addressed to the webmaster, Jon Baron, at www.sjdm.org. All other questions can be addressed to the program chair, Craig McKenzie, at cmckenzie@ucsd.edu.

ELIGIBILITY

At least one author of each presentation must be a member of SJDM. Joining at the time of submission will satisfy this requirement. A membership form may be downloaded from the SJDM website at

<http://www.sjdm.org>. An individual may give only one talk (podium presentation) and present only one poster, but may be a co-author on multiple talks and/or posters.

AWARDS

The Best Student Poster Award is given for the best poster presentation whose first author is a student member of SJDM. The Hillel Einhorn New Investigator Award is intended to encourage outstanding work by new researchers. Applications are due July 1, 2009. Further details are available at <http://www.sjdm.org>. The Jane Beattie Memorial Fund subsidizes travel to North America for a foreign scholar in pursuits related to judgment and decision research, including attendance at the annual SJDM meeting. Further details will be available at <http://www.sjdm.org>.

PROGRAM COMMITTEE

Craig McKenzie (Chair), Alan Schwartz, Wandi Bruine de Bruin, Melissa Finucane, Nathan Novemsky, Michel Regenwetter, Ulf Reips, Gal Zauberaman, Dan Ariely (SJDM president), Julie Downs (Conference Coordinator)

SMDM for SJDM members by Alan Schwartz and Valerie Reyna

As a result of strengthening ties between the Society for Judgment and Decision Making and the Society for Medical Decision Making, SJDM members with interests in decisions around health and health care are encouraged to attend (and submit presentations for) the SMDM annual meeting (for 2009, it'll be at the Renaissance Hollywood Hotel in Hollywood, CA, USA, October 18-21). This "travel guide" highlights some of the differences between the meetings that you should expect.

About SMDM and its meeting

The Society for Medical Decision Making's mission is to better understand medical decision making, and to improve health outcomes through the advancement of proactive systematic approaches to clinical decision making and policy-formation in health care by providing a scholarly forum that connects and educates researchers, providers, policy-makers, and the public. Its members include physicians, economists, psychologists, decision analysts, and other decision researchers. Its annual meeting is one year older than SJDM. The two societies had about 50 members in common in 2008.

Meeting format – what's similar?

Like the SJDM meeting, SMDM features poster sessions, concurrent oral presentation sessions with question and answer time, and symposia. There is a presidential address, a keynote address, an awards presentation, and a social event.

Meeting format – what's different?

Both SMDM and its meeting are somewhat larger than SMDM. A typical SMDM meeting sees about 560 attendees to SJDM's 490.

SMDM oral presentations are 15 minutes long (including questions), rather than SJDM's 20 minutes. Presentation sessions are usually chaired by a society member who is not speaking in the session, and is responsible for timekeeping.

The SMDM symposium differs from the SJDM symposium. In SMDM, a symposium is usually held as the only session in its time slot, and is organized by the symposium chairs for the meeting. Most often, the chairs seek external funding (e.g., from one of the National Institutes of Health) to support a panel of presenters around a focused theme. In this, they resemble panel-based keynotes.

SMDM also offers (at extra cost) an extensive set of half-day and full-day short courses during the day before the meeting. These courses feature instruction by experts in a variety of methodological and content areas and vary in the level of background required; it is common for senior SMDM members to take short courses as students. Although the catalog of short courses for 2009 is already fixed, SJDM members might enjoy developing and teaching a short course at a future meeting; if that interests you, it's wise to take a course this year to get familiar with the format.

Cultural notes

Like SJDM, SMDM is considered a very friendly meeting, and encourages presentations by students and trainees as well as more senior researchers. The keen observer of scientific cultures will, however, find several intriguing differences between SJDM and SMDM which reflect the different traditions of social science and medical meetings:

- SMDM presidential addresses traditionally tackle broad themes about the Society and its role in health care scholarship, policy, and education, unlike the traditionally data-heavy research talks based on the work of the president at SJDM.
- SMDM has a higher registration fee (\$410 for members and \$560 for non-members in 2008) meeting elements are often supported by external funding. The hotels are often more expensive, concurrent oral sessions provide microphones for the audience, and laptops are provided by the hotel for presenters.
- When asking a question of a presenter at SMDM, it is customary to go to the microphone, state your name and institution, and, if possible, offer some brief encouraging words about the value of the research before asking the question. You may also hear people begin their question with "I'm confused", in tribute to founding (and still highly active) SMDM member Steve Pauker, for whom this has become a trademark phrase.
- The dress code at SMDM is, on average, slightly less casual
- The SMDM social event often involves renting out a museum, aquarium, or other artistic or scientifically-oriented institution, and providing a catered reception with opportunities for discussion that conclude considerably earlier than SJDM's typical post-midnight last round. (There have been notable exceptions, however, such as the 1997 Houston meeting's rodeo event complete with barbeque and a cow-chip throwing contest). In 2009, to avoid Los Angeles traffic, the social event will take over the upscale bowling alley next door to the hotel.

Key phrases you may hear at the SMDM meeting:

Time-tradeoff and standard gamble: Two common methods for assessing the health-related utility for a person in a given state of health. In time-tradeoff, respondents identify the indifference point between living their full life expectancy in an impaired health state and living a shorter life in perfect health. In standard gamble, respondents identify the indifference point between an impaired health state for sure and a gamble with some probability of perfect health, otherwise death.

Quality-adjusted life year (QALY): A common metric for evaluating the impacts of changing health states on health-related utility over a life time. One QALY is one year of life spent in perfect health (or two years spent in a health state assessed as having utility 0.5, etc.)

Cost-effectiveness analysis: A decision analysis which seeks to minimize the ratio between the cost of a strategy (e.g., a treatment program for a disease) and its health benefit ("effectiveness"), typically measured in \$/QALY or €/QALY. Conventionally, interventions with ratios lower than \$50,000-\$100,000/QALY are deemed "cost-effective".

The International Patient Decision Aid Standards (IPDAS): A developing international set of criteria to determine the quality of patient decision aids, tools that attempt to improve decision quality by helping patients understand complex information and clarify their own preferences.

The Subjective Probability Utility and Decision Making (SPUDM22) conference will be held in Rovereto (Italy) from Sunday, the 23rd till Thursday, the 27th of August 2009.

The deadline for the online submission of abstracts for papers/posters/symposia is April 10, 2009. Visit the conference web site at: <http://discof.unitn.it/spudm22/>

The organizing committee is pleased to announce that the conference will feature the following invited speakers:

- * Eric Johnson, Columbia University, New York, USA
- * Alan Sanfey, University of Arizona, Arizona, USA
- * Tilmann Betsch, Erfurt University, Germany

The conference will also include a panel discussion on "Automatic and controlled judgment and decision-making" chaired by Cornelia Betstch (Erfurt University, Erfurt, Germany) featuring the invited speakers as well as Ellen Peters (Decision Research, Eugene, USA) and Andreas Gloeckner (Max Planck Institute for Research on Collective Goods, Bonn, Germany) as invited panelists.

FEES (in Euros)

EADM member early before June 10, 2009 140,00
 EADM member late after June 10, 2009 170,00
 Non-member early before June 10, 2009 170,00
 Non-member late after June 10, 2009 210,00
 Students early before June 10, 2009 45,00

Students EADM Members early before June 10, 2009 35,00
Students late after June 10, 2009 50,00
Students EADM Members late after June 10, 2009 40,00

The next Advanced Training Institute on Web Research in Decision Risk and Management Science will be held in Fullerton, California, August 13-15.

The next session is for people who ALREADY know basic HTML and how to run a simple survey via the Web (For example, previous participants at the January, 2009 session).

This advanced workshop will cover Apache Server, PHP for programming the server, MySQL database, and JavaScript as a client-side programming language. There will be three days of instruction and hands-on opportunities to do exercises.

Deadline to ensure full consideration of application: July 4, 2009

NSF funding will pay your air fare, hotel room charges (based on double occupancy) and tuition. Participants are expected to attend all sessions and complete all assignments made at the training session. They are also asked to complete questionnaires intended to evaluate the sessions and improve them.

For more information, and application materials:
http://ati-birnbaum.netfirms.com/web-workshop_09.htm

PLEASE FORWARD THIS FOR THE WIDEST DISSEMINATION, with apologies for multiple listings.

Association For Consumer Research Conference, Pittsburgh, Pa, Oct 22-25 2009

What: The Association for Consumer Research Annual North American Conference

When: October 22 – 25, 2009

Where: Westin Convention Center Hotel, Pittsburgh, PA, USA

<http://www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1370>

Co-chairs: Margaret C. Campbell, University of Colorado; Jeff Inman, University of Pittsburgh; Rik Pieters, Tilburg University

Conference Announcement

<http://www.acrweb.org/acr/Public/index.aspx>

The 2009 North American Conference of the Association for Consumer Research will be held at the Westin Hotel in Pittsburgh, PA from Thursday, October 22 through Sunday, October 25, 2009.

The theme of ACR 2009 is “A World of Knowledge At the Point of Confluence.” Consumer researchers from around the world will meet in the City at the Point, where the Allegheny and the Monongahela rivers flow together to form the Ohio River. International consumer researchers will gather in Pittsburgh to share the ideas and data that converge to create knowledge.

The conference format will follow that of past years. A pre-conference Doctoral Symposium will be held Thursday (co-chaired by Stacy Wood and Dave Wooten). Thursday evening will feature an opening reception for ACR 2009. The conference program on Friday and Saturday will include Competitive Paper sessions, Special sessions, Roundtable discussions, Working Paper sessions, and the Film Festival. A Gala Reception will be held Saturday evening at the Senator Heinz History Center, just two blocks from the Westin.

ACR 2009 will provide a confluence of consumer researchers for scholarly presentations, discussions, networking and collaborations.

Neda Kerimi ([neda at psychology.su.se](mailto:neda@psychology.su.se)) writes:

“

Want to learn more about how to write articles?
You wonder what's hot and what's not in decision research?
You wonder about career opportunities after your graduation?
You want to network with other graduates?

Then you should definitively attend this event at SPUDM (Rovereto, Italy). We still have a few seats available so please make sure you get one of them. *First come, first served.* Participation is free of charge, but registration is needed. Please send an email to [spudm2009 at gmail.com](mailto:spudm2009@gmail.com) <[mailto:spudm2009 at gmail.com](mailto:spudm2009@gmail.com)> if you are interested in attending this event a.s.a.p., but latest July 15.

Please notice the change in the program. Prof. Weber and Samanta Voltolini have switched places and, consequently, Prof. Weber will be the last presenter. Also, the planned dinner, unfortunately, clashes with the social hour and is, therefore, canceled.

The schedule for 26th august is:

15.00-15.10 Introduction

15.10-15.40 - "EU research funding opportunities for young researchers", *Samantha Voltolini*

Do you wonder what to do after you graduate? Do you want to do a post doc in another European country? Did you know that there are plenty of fully financed post doc opportunities via EU? Dr. Samantha Voltolini will tell you more about EU funding opportunities such as the Marie Curie initiative.

15.40-16.20 -- "Lessons for the average writer", *Peter McGraw* "If you find that writing is hard, it's because it is hard." (Zinsser, 2001; pg. 12). Indeed. Few of us will ever be excellent writers, but we can learn to write more effectively. Dr. McGraw will discuss some tough lessons that he has learned as a

young researcher. Lessons include the importance of writing, how to write often, and how to write a research paper that appeals to many types of readers.

16.20 -- 17.00 -- "Taking stock of judgment and decision research: Looking back to better look forward", *Elke Weber*

Following the recent Annual Review chapter on J/DM research (Weber & Johnson, 2009), Professor Weber will provide a brief summary of promising developments over the past 10 years and use those to speculate about new directions that young researchers in the field may want to pursue.

Jobs

Duke University's Fuqua School of Business invites applications for a two year Postdoctoral Fellowship in the area of Behavioral Decision Making. The postdoctoral fellow will work with Dr. John Payne, Dr. Jim Bettman and Dr. Mary Frances Luce on work related to the impact of emotion on decision making. Planned projects include experimental laboratory research addressing the interaction of different forms and sources of emotion with features of decision task environments. Opportunities will exist to apply this research within medical and financial domains, depending in part on the interests of the applicant. Applicants should have training in experimental construction, design, and analysis as well as a high-quality, ongoing research stream. The position will provide opportunities to interact with faculty across the business school and allied departments at Duke University. Salary and teaching obligations are negotiable; the post doc will have access to health, dental and retirement benefits. Review of applications will begin immediately and will continue until the position is filled. If interested, please email CV to mluca@duke.edu.

SOUTHERN METHODIST UNIVERSITY

Cox School of Business Faculty Position in Marketing # 051867

The Cox School of Business at Southern Methodist University is seeking candidates for a tenure track Assistant Professor position in the Marketing department for Fall 2010. Candidates are expected to exhibit strong research capabilities in their discipline. Ability to teach MBA, EMBA and undergraduate courses is required, as is an earned doctorate in related discipline. Research and teaching are emphasized for tenure and promotion. Salary is negotiable based on experience, research record and rank. Hiring is contingent on the satisfactory completion of a background check.

The review of applications begins July 15th, 2009 and the position will remain open until filled. The committee will notify applicants of its employment decision after the position is filled. Applicants should provide a curriculum vitae, a list of references, and evidence of written work and teaching effectiveness.

Please e-mail application materials to: mktgrecruit@mail.cox.smu.edu

The Faculty of Economics and Business of the University of Groningen, the Netherlands, offers a position as Full professor of Consumer Behavior

The Department of Marketing is responsible for all marketing courses in the Bachelor, Master, and PhD programs at the Faculty of Economics and Business. Scientific research is concentrated in the Research Institute Marketing (part of the research school SOM), which obtained the highest possible rating in the most recent evaluation. In addition, contract research is conducted within the Customer Insights Center. The Department of Marketing is one of the leading marketing groups in Europe. The candidate is expected to strengthen this position. The consumer behavior chair has only recently been established. With the new chair in consumer behavior the department aims to build up a strong and visible consumer behavior group with an international reputation in the global consumer research community

Job description

The candidate should have a PhD. in marketing or psychology and should have built up an excellent academic reputation in consumer research, which is reflected in publications in leading consumer behavior journals. He/she should have shown to be able to stimulate young academic scholars. The candidate should have built a clear position and strong international network within his/her area of research. He/she is expected to contribute to the existing stimulating research environment, to contribute to marketing education by high quality teaching in the various programs, and to manage individual courses and educational programs. Specific educational tasks will depend on the expertise of the candidate. The new full professor will participate in the management of the Department of Marketing. In the longer run, this could also include being chairman of the department, director of the marketing research institute or other management tasks within the faculty.

Job requirements

A candidate should have:

1. An excellent track record in scientific research, including a Ph.D. and a substantial number of publications in international top journals in consumer behavior;
2. Experience in supervising PhD students and coaching junior faculty members with their research;
3. A track record of outstanding academic teaching and experience in planning new modules
4. An international scientific network;
5. Excellent organizational qualities and communication skills

Conditions of employment

The chair is a full-time position at the level of full professor; salary is according to university standards. The University of Groningen provides a career advisory service for partners of new staff who move to Groningen.

The University of Groningen is an equal opportunities employer. Because women are still underrepresented in a number of fields, they are particularly encouraged to apply.

Further information

[Link to the Department of Marketing](#); [Link to the Faculty of Economics and Business](#)

For additional information on this position, please contact the department chair: Prof.dr Peter C. Verhoef (p.c.verhoef@rug.nl)

Application

Please send your application including your CV and a list of your publications before August 1st 2009 to:

University of Groningen
Personnel and Organization Department
P.O. Box 72
9700 AB Groningen
The Netherlands
vmp@bureau.rug.nl

Online Resources

SJDM Web site

<http://www.sjdm.org>

Judgment and Decision Making – The SJDM journal, entirely free and online

<http://journal.sjdm.org>

SJDM Newsletter – Current and archive copies of this newsletter

<http://www.sjdm.org/newsletters>

SJDM mailing list – List archives and information on joining the email list

<http://www.sjdm.org/mail-archive/jdm-society/>

Decision Science News – Some of the content of this newsletter is released early in blog form here

<http://www.decisionsciencenews.com>