

DR. JORGE PENA MARIN

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Google Scholar: <https://scholar.google.com/citations?user=oLnDjpQAAAAJ&hl=en>

ACADEMIC POSITIONS

Michigan State University, Eli Broad College of Business.

2026 – *Associate Professor of Marketing.*

2024 – *Director, Study Abroad Program: Business and Culture in Spain.*

2021 – 26 Assistant Professor of Marketing.

IESE Business School.

2020 – 21 Assistant Professor of Marketing.

University of Cincinnati, Carl H. Lindner College of Business.

2017 – 20 Assistant Professor of Marketing.

EDUCATION

2017 *Ph.D., Marketing*, University of Texas at San Antonio, College of Business, USA.

2010 *Ex. Ed., Strategic Marketing Management*, Columbia Business School, USA.

2006 *M.A., Marketing and Sales Management*, IE Business School, Spain.

1999 *B.A. Business Administration*, University San Pablo C.E.U., Spain.

PUBLICATIONS

Pena-Marin, Jorge, and Rajesh Bhargave (2016)¹, "Lasting performance: Round numbers activate associations of stability and increase perceived length of product benefits," *Journal of Consumer Psychology*, 26 (3), 410-416. (Journal ranking: FT50; ABS-4*).

Yan, Dengfeng, and Jorge Pena-Marin (2017), "Round Off the Bargaining: The Effects of Offer Roundness on Willingness to Accept," *Journal of Consumer Research*, 44 (2), 381-395. (Journal ranking: FT50; ABS-4*).

Pena-Marin, Jorge, and Ruomeng Wu* (2019), "Disconfirming Expectations: Incorrect Imprecise (vs. Precise) Estimates Increase Source Trustworthiness and Consumer Loyalty," *Journal of Consumer Psychology*, 29 (4), 623-641 (*with Ph.D. student). (Journal ranking: FT50; ABS-4*).

Lembregts, Christophe, and Jorge Pena-Marin (equal authorship) (2021), "Numbers and Units Affect Goal Pursuit Organization and Motivation," *Journal of Consumer Psychology*, 31 (1), 37-54. (Journal ranking: FT50; ABS-4*).

³ Paper conceptually replicated by: Jha, S., Biswas, A., Guha, A., & Gauri, D. (2023), "Can rounding up price discounts reduce sales?", *Journal of Consumer Psychology*.

Pena-Marín, Jorge, and Dengfeng Yan (2021)⁴, "Reliance on Numerical Precision: Compatibility between Accuracy versus Efficiency Goals and Numerical Precision Level Influence Attribute Weighting in Two-Stages Decisions," *Journal of Consumer Psychology*, 31 (1), 22-36. (Journal ranking: FT50; ABS-4*).

Pena-Marín, Jorge, Rashmi Adaval and Liang Shen* (2022), "Fear in the Stock Market: How COVID-19 Affects Preference for High- and Low-Priced Stocks," *Journal of the Association for Consumer Research*, Eds: Kelly Goldsmith and Angela Y. Lee, Vol. 6, Issue 1 (*with Ph.D. student).

- SSRN Top Ten download list January and February 2021 (published online) for: Consumer Behavioral Finance eJournal, DecisionSciRN: Judgement & Biases in Decision-Making (Sub-Topic), DecisionSciRN: Stock Market Decision-Making (Sub-Topic), FinPlanRN: Client Psychology (Topic) and FinPlanRN: Consumer Financial Decision-Making (Topic).

Pena-Marín, Jorge, and Rajesh Bhargave (2022), "Comparing Estimates for Decision-Making: Numerical Processing and Preferences for Underestimates versus Overestimates," *Journal of Experimental Psychology: Applied*, 28 (1), 147. (Journal ranking: ABS-4).

Blumenstein, Edda, Vicky Bamiatzi, G. Tomas M. Hult, and Jorge Pena-Marín (2026), "Making Omnichannel Work: A Dynamic Capabilities Roadmap for Retail Transformation", in press, *Journal of Retailing*, <https://doi.org/10.1016/j.jretai.2026.03.003>. (Journal ranking: ABS-4).

Pena-Marín, Jorge, Mathew S. Isaac and Jennifer Hong (2026), "Going Smaller with Precise Numbers: How Numerical Precision Orients Attention and Shifts Attribute Weighting in Consumer Judgments", in press, *Journal of Marketing*, <https://doi.org/10.1177/00222429261465366> (Journal ranking: FT50; ABS-4*).

OTHER PUBLICATIONS

Managerial Publications:

Pena-Marín, Jorge, Ellen Lahn, and G. Tomas M. Hult (2024), "Unlocking the Persuasive Power of Numbers", in *California Management Review: Insights*.

Pena-Marín, Jorge, Micayla Downey, Ayalla Ruvio, and G. Tomas M. Hult (2025), "Master Gender Identity in Consumer Behavior: Boost Your Marketing Connection", in *California Management Review: Insights*.

Hult, G. Tomas M., Jorge Pena-Marín, Vasiliki Bamiatzi, and Konstantinos Bozos (2025), "Racing to ROI: Formula 1's Playbook for Winning Business", in *California Management Review: Insights*.

Pena-Marín, Jorge, and G. Tomas M. Hult (2026), "What F1 and MotoGP Sprint races reveal about designing memorable experiences", in *London School of Economics Business Review*.

Book Chapters:

Downey, Micayla, Jorge Pena-Marín, and Ayalla Ruvio (2025), "Gendered Perspectives: Exploring

⁴ Paper conceptually replicated by: Khalil, M., Septianto, F., Lang, B., & Northey, G. (2021). "The interactive effect of numerical precision and message framing in increasing consumer awareness of food waste issues". *Journal of Retailing and Consumer Services*, 60, 102470.

Gendered Patterns in Identity and Consumer Behavior”, in *The Routledge Handbook of Identity and Consumption* (pp. 128-142). Routledge.

RESEARCH INTERESTS

My research focuses on consumer behavior and decision-making, with a strong emphasis on how individuals perceive, interpret, and use *numerical information* in the marketplace. I investigate how number presentation, precision, and contextual framing, among other factors, influence consumer judgments, product evaluations, and financial decisions. My work integrates theories from marketing, psychology, and behavioral economics to better understand how consumers process numerical and attribute information across a variety of domains, including pricing strategies, financial decision-making, and product comparisons.

CONFERENCE PEER REVIEWED *COMPETITIVE* PAPERS (*presenter)

Lahn, Ellen* and Jorge Pena-Marin, “Trading off “4.7/5” for “Awesome”: The Role of Numerical versus Verbal Attribute Descriptions on Product Evaluations,” competitive paper, *Society for Consumer Psychology*, San Diego, CA, 2026.

Downey, M.*, Pena Marin, J. “\$9.99 per Month or \$99.99 per Year? The Role of Math Anxiety and Number Processing Fluency in Preferences for Periodic Payment Formats,” competitive paper, *Society for Consumer Psychology*, Las Vegas, NV, 2025.

Pena-Marin, Jorge, Mathew Isaac, and Jennifer Hong*, “Going Smaller with Precise Numbers: Consequences of the Precision-Smallness Association on Attribute Weighting and Consumer Choice,” *Association for Consumer Research*, Paris, 2024.

Lembregts, Christophe* and Jorge Pena-Marin, “Thinking and Feeling about Numbers: Evaluative Judgments Based on Numerical Information,” *Special Session on Numerical Information*, *Association for Consumer Research*, Paris, 2024.

Lahn, Ellen* and Jorge Pena-Marin, “Trading off “4.7/5” for “Awesome”: The Role of Numerical versus Verbal Attribute Descriptions on Product Evaluations,” *Association for Consumer Research*, Paris, 2024.

Downey, Micayla* and Jorge Pena-Marin, “\$9.99 per Month or \$99.99 per Year? The Role of Math Anxiety and Number Processing Fluency in Preferences for Periodic Payment Formats,” *Association for Consumer Research*, Paris, 2024.

Pena-Marin, Jorge*, Mathew S. Isaac, Simon Blanchard,” Lay Theories About Wealth Creation Are Associated With Allocations to Retirement Accounts,” *Summer American Marketing Association Conference (AMA CBSIG)*, Vienna, Austria, 2024.

Pena-Marin, Jorge, Mathew S. Isaac*, Jennifer Hong, “Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes,” SCP (Boutique Conference) Numerical Markers in Judgments, Choices and Consumption, Tucson, AZ, 2021

Pena-Marin, Jorge, Mathew S. Isaac*, Jennifer Hong, “Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes,” *Winter American Marketing Association Conference*, San Diego, CA (Virtual), 2021.

- Pena-Marin, Jorge*, Rashmi Adaval and Liang Shen (PhD student), “Fear in the Stock Market: How Covid-19 Affects Preference for High- and Low- Priced Stocks”, *JACR Flash COVID-19 Webinar: Insight on Consumer Behavior During a Global Pandemic*, Kellogg School of Management at Northwestern University, 2020.
- Pena-Marin, Jorge* and Mathew S. Isaac, “Placing Value on Place Value: Numerical Precision Influences the Weighting of Ascending versus Descending Attributes,” Special Session Numerical Cognition and Scale Measurement, *Association for Consumer Research*, Atlanta, GA, 2019.
- Christophe Lembregts* and Jorge Pena-Marin, “How Quantitative Goals are Organized,” *Association for Consumer Research*, Atlanta, GA, 2019.
- Christophe Lembregts & Jorge Pena-Marin*, “Perceiving Opportunities to Divide: When Quantitative Goals are Organized in More or Less Sub-Goals”, *La Londe Conference Marketing Communications and Consumer Behavior*, La Londe, France, 2019. **Served as session chair “Framing Effects”**
- Pena-Marin, Jorge* & Ruomeng Wu (PhD student), “When Predictions Go Wrong: The Advantage of Being Imprecise in Source Trustworthiness,” *Society for Consumer Psychology*, Savannah, GA, 2019.
- Christophe Lembregts* & Jorge Pena-Marin, “Perceiving Opportunities to Divide: How Expanded vs. Contracted Units Influence Goal Pursuit Organization,” *Association for Consumer Research European Conference*, Ghent, Belgium, 2018.
- Pena-Marin, Jorge* & Matthew S. Isaac, “Numerical Description Influences the Weighting of Descending versus Ascending Attributes,” *Society for Consumer Psychology*, Dallas, TX, 2018. **Served as session chair “Numerical Processing”**.
- Pena-Marin, Jorge* & Matthew S. Isaac, “Starting from Zeroes: Round Numbers Signal Inflections in Temporal Sequences,” *Society for Consumer Psychology*, Dallas, TX, 2018. **Served as session chair “Numerical Processing”**.
- Pena-Marin, Jorge & Matthew S. Isaac*, “Starting from Zeroes: Round Numbers Signal Inflections in Temporal Sequences,” *Judgment and Decision-Making Winter Symposium*, Utah, 2018.
- Pena-Marin, Jorge* and Rajesh Bhargave, “The Stability Heuristic: How Round Numbers Increase the Perception of How Long Product Characteristics Last,” *Association for Consumer Research*, New Orleans, LA, 2015.
- Pena-Marin, Jorge* and Dengfeng Yan, “The Persuasiveness Power of Round Numbers: A Construal Level Theory Perspective,” *Association for Consumer Research*, New Orleans, LA, 2015.
- Yan, Dengfeng and Jorge Pena-Marin*, “Deal or No Deal? The Effect of Numerical Roundness on Willingness to Accept an Offer in Negotiations,” *Society for Consumer Psychology*, Phoenix, AZ, 2015.
- Pena-Marin, Jorge* and Dengfeng Yan, “The Persuasiveness Power of Round Numbers: A Construal Level Theory Perspective,” *Society for Consumer Psychology*, Phoenix, AZ, 2015.

INVITED RESEARCH TALKS

Complutense University of Madrid
Michigan State University
IE Business School
IESE Business School
ESADE Business School
University of Cincinnati
University of Georgia
University of Kentucky

HONORS

2024 *Editorial Review Board of the Journal of Consumer Psychology 2024-2026* (FT50²; ABS-4*).
2023 *Consulting Editor of the Journal of Experimental Psychology: Applied* (ABS²-4)
2021 *Editorial Review Board of the Journal of Consumer Psychology 2021-2023* (FT50; ABS-4*).
2017 *Invited Speaker at the Premier Branding Conference in the US for Practitioners Brandemonium.*
2015 *50th AMA Sheth Foundation Doctoral Consortium Fellow* (at London Business School).
2015 *Outstanding Graduate Student Teaching Award University-wide Winner*, UTSA.
2015 *College of Business Inaugural Teaching Honor Role Member*, UTSA.

OTHER HONORS, AWARDS, AND RELEVANT MEDIA

Spanish National TV Appearance as MKT Expert (1.2MM live viewers)⁴
Summer Research Grant MSU (\$8,000).
Haring Symposium Faculty Representative, Kelley School of Business, Indiana University.
Dean's List of Teaching Excellence, University of Cincinnati.
Carolan Research Institute Grant (\$15,000).
Carolan Research Institute Grant (\$10,000).
Graduate Student Professional Development Award, UTSA.

TEACHING

Teaching Interests:

- Programs: Graduate (MBA, EMBA), Ph.D. Seminars, Undergraduate.
- Subjects: Judgment and Decision-Making, Consumer Behavior, Marketing Management, Marketing Strategy, Brand Management, Advertising.

Teaching Awards:

University of Cincinnati:

- Dean's List of Teaching Excellence, 2017-2018³.

University of Texas at San Antonio:

- *Winner* of the Outstanding Graduate Student Teaching Award University-wide, UTSA, 2015.
- Member of the College of Business Inaugural Teaching Honor Role, UTSA, 2015.

² FT50: Included in the Financial Times list of fifty journals that count for the Business Schools Rankings.

² Academic Journal Guide (by ABS) journal ranking. From highest to lowest quality: 4*, 4, 3, 2, 1.

⁴ <https://www.rtve.es/play/videos/telediario-fin-de-semana/15-horas-15-09-24/16249274/>

³ After 2018 this award was removed university wide, although I would also have obtained it in 2019 based on prior criteria.

- Top Guest Lecture, EMBA Session on “Behavioral Pricing and Conjoint Analysis”, UTSA, 2016.
 - Led to in-company presentations to USAA (Forbes 100) managers.

Teaching Courses:

Michigan State University

- MKT 913 PhD Seminar: Judgment and Decision-Making.
- IBUS 393/MKT 490 Study Abroad Program: Business and Culture in Spain.
- MKT 302: Consumer Behavior.
- MKT 460: Marketing Strategy.

PROFESSIONAL SERVICE

Editorial Review Board/Consulting Editor:

- Journal of Consumer Psychology, 2024-2026 term.
- Journal of Experimental Psychology: Applied, 2022-2024 term.
- Journal of Consumer Psychology, 2021-2023 term.

Ad-hoc Journal Reviewer:

- Journal of Consumer Research.
- Journal of Marketing Research.
- Journal of Consumer Psychology.
- Organizational Behavior and Human Decision Processes.
- Journal of Experimental Psychology: Applied.
- Journal of Personality and Social Psychology.
- International Journal of Research in Marketing.
- Journal of Economic Psychology.
- Journal of Mathematical Psychology.
- Current Psychology.
- Journal of Business Research.
- Marketing Letters.
- Journal of Business Venturing

Other Reviews:

- Israel Science Foundation (ISF), Research Grant Proposal.
- MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition.
- Association for Consumer Research Conference.
- Society for Consumer Psychology Conference.
- European Association for Consumer Research Conference.

UNIVERSITY SERVICE

Michigan State University:

Committees:

- Department Advisory Committee.
- Journal List Revision Committee.
- Faculty Excellence Advocate for Faculty Recruiting Committee.
- Faculty Recruiting Committee.
- Diversity, Equity, and Inclusion MKT Committee Member.

- Research MKT Committee Member.
- Doctoral Candidates Admissions MKT Subcommittee Member.
- Doctoral Programs MKT Committee Member.
 - Doctoral Comprehensive Exams Reviewer.

Dissertation Committees:

Co-Chair:

- Micayla Downey (MSU): Assistant Professor at Grand Valley University.
- Ellen Li (MSU): Job Market 2026.

Member:

- Hana Pan (MSU), Santiago Batista (Complutense University of Madrid).

INDUSTRY POSITIONS

2008 – 2011 TBWA, Marketing Services Director Nissan (Advertising, Branding)
 2007 – 2008 J. WALTER THOMPSON GROUP (Kantya), Project Manager (Advertising, Branding)
 2004 – 2007 MERCEDES-BENZ, Area Business Manager (Business, Sales)
 2003 – 2004 ACCENTURE, Consultant (Consultancy)
 1999 – 2001 DELOITTE, Consultant (Auditing and Consultancy Services)

LANGUAGES

Spanish, English