DR. JORGE PENA MARIN
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ACADEMIC POSITIONS

2021 –   *Assistant Professor of Marketing,* Michigan State University.
2020 – 2021 *Assistant Professor of Marketing,* IESE Business School.
2017 – 2020 *Assistant Professor of Marketing,* University of Cincinnati.

HONORS

2021 Member of the *Editorial Review Board of the **Journal of Consumer Psychology*** (FT50, AGJ 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.

EDUCATION

2012 – 2017 *Ph.D., Marketing*, University of Texas at San Antonio, College of Business, USA.
2010 – 2010 *Ex. Ed., Strategic Marketing Management*, Columbia Business School, USA.
2005 – 2006 *M.A., Marketing and Sales Management*, IE Business School, Spain.
1995 – 1999 *B.A. Business Administration*, University San Pablo C.E.U., Spain.

PUBLICATIONS

1. **Pena-Marin, Jorge**, and Rajesh Bhargave (2022), "Comparing Estimates for Decision-Making: Numerical Processing and Preferences for Underestimates versus Overestimates," *under minor revision at **Journal of Experimental Psychology: Applied,** in press*. (Journal ranking: AJG 4).

2. **Pena-Marin, Jorge**, and Dengfeng Yan (2021)[1], " 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: AJG 4*; FT50).

3. Christophe Lembregts, 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: AJG 4*; FT50).

4. **Pena-Marin, Jorge,** Rashmi Adaval and Liang Shen* (2020), "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).

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[1] 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.

- SSRN Top Ten download list January and February 2021 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).

5. **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: AJG 4*; FT50).

6. 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: AJG 4*; FT50).

7. **Pena-Marin, Jorge**, and Rajesh Bhargave (2016), "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: AJG 4*; FT50).

MANUSCRIPTS IN THE REVIEW PROCESS (titles abridged)

8. **Pena-Marin, Jorge,** and Mathew Isaac, "Number ending and Financial Decision-Making".

9. **Pena-Marin, Jorge,** Mathew Isaac, and Jennifer Hong, "Numerical Information and Attribute Weighting".

10. **Pena-Marin, Jorge,** and Christophe Lembregts (equal authorship), "Numerical familiarity and budgeting".

SELECTED WORK IN PROGRESS (data collection stage, titles abridged)

"Magnitude and risk perceptions", with Christophe Lembregts.
"Magnitude representation", with Rashmi Adaval.
"Mean prices and decision-making", with Hanyong Park, Rajesh Bagchi and JaeHwan Kwon.
"Numeracy and Preferred Pricing", with Micayla Downey (PhD student).

CONFERENCE PEER REVIEWED PAPERS (*presenter)

1. 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

2. 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 Conferenc*e, San Diego, CA (Virtual), 2021.

3. Pena-Marin, Jorge*, Rashmi Adaval and Liang Shen, "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.

4. Pena-Marin, Jorge* and Mathew S. Isaac, "Placing Value on Place Value: Numerical Precision

Influences the Weighting of Ascending versus Descending Attributes," <u>Special Session Numerical Cognition and Scale Measurement</u>, *Association for Consumer Research*, Atlanta, GA, 2019.

5. Christophe Lembregts* and Jorge Pena-Marin, "How Quantitative Goals are Organized," *Association for Consumer Research*, Atlanta, GA, 2019.

6. 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"**

7. Pena-Marin, Jorge* & Ruomeng Wu, "When Predictions Go Wrong: The Advantage of Being Imprecise in Source Trustworthiness," *Society for Consumer Psychology*, Savannah, GA, 2019.

8. 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.

9. 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"**.

10. 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"**.

11. Pena-Marin, Jorge & Matthew S. Isaac*, "Starting from Zeroes: Round Numbers Signal Inflections in Temporal Sequences," *Judgment and Decision-Making Winter Symposium*, Utah, 2018.

12. 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.

13. 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.

14. 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.

15. 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

Michigan State University, 2021.
IE Business School, 2019.
IESE Business School, 2019.
ESADE Business School, 2018.
University of Cincinnati, 2016.
University of Georgia, 2016.
University of Kentucky, 2016.

OTHER HONORS AND AWARDS

2018 Dean's List of Teaching Excellence, University of Cincinnati.
2017 Carolan Research Institute Grant ($15,000).
2016 Carolan Research Institute Grant ($10,000).
2015 Graduate Student Professional Development Award, UTSA.

TEACHING

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

Teaching Awards:
University of Cincinnati:
- Dean's List of Teaching Excellence, 2017-2018[2]

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

Teaching Experience:
Michigan State University
- MKT 913 PhD Seminar: Judgment and Decision-Making, 2021-2022
- MKT 460: Marketing Strategy (2 sections ~ 50 students), 2021-2022
    - *Teaching evaluations TBD.*

IESE Business School:
- MBA: Marketing Management (2 sections ~ 100 students), 2020-2021
    - Across sections, Mean **4.4** out of 5 (vs. avg. course: 4.4)
- Master in Management: Marketing Management (1 section ~ 50 students), 2020-2021
    - Mean: **4.5** out of 5 (vs. avg. course: 4.2)

University of Cincinnati:
- MKT 7026 (MBA): Influence Strategies (1 section ~ 20 students), 2019-2020
- MKT 4953: Branding (2 sections ~ 90 students), 2019-2020
    - *No teaching evaluations were provided for 2019-2020 due to Covid19.*
- MKT 4953: Branding (3 sections ~ 100 students), 2018-2019
    - Across sections, Median/Mean **7.7/7.2** out of 8 (vs. College: 7.7/7.2)
- MKT 4953: Branding (3 sections ~ 100 students), 2017-2018
    - Across sections, Median/Mean **7.6/6.8** out of 8 (vs. College: 7.5/6.9)

University of Texas at San Antonio:

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

- MKT 4953: Brand Management (2 sections ~ 30 students), 2016-2017
  - Across sections, Mean: **4.8** out of 5 (vs. College: 4.1)
- MKT 4233: Integrated Marketing Communications (2 sections ~ 50 students), 2015-2016
  - Across sections, Mean: **4.5** out of 5 (vs. College: 4.1)
- MKT 3013: Principles of Marketing (2 sections ~ 40 students), 2014-2015
  - Across sections, Mean: **4.65** out of 5 (vs. Honors College: 4.2)

PROFESSIONAL SERVICE

Editorial Review Board:
- Journal of Consumer Psychology, 2021- 2024 term.

Journal Reviewer:
- Journal of Consumer Research.
- Journal of Marketing Research.
- Journal of Consumer Psychology.
- Journal of Experimental Psychology: Applied.
- Journal of Economic Psychology.
- Journal of Mathematical Psychology.
- Current Psychology.

Conference Reviewer:
- Association for Consumer Research Conference (ACR).
- Society for Consumer Psychology Conference (SCP).
- European Marketing Academy Conference (EMAC).
- AMS Annual Conference, Retail & Pricing Track.

UNIVERSITY SERVICE

Michigan State University:
- Doctoral Programs Committee Member, 2021 –.
- Broad Scholar Program Undergrad Mentor, 2021 –.
- Advising/mentorship PhD students: Micayla Downey.

IESE Business School:
- MBA Faculty Mentor (2020 - 2021):
  - Summer Project (Team X: Product Development and Market Release of Energy Drink)
  - Second Semester MKT Capstone Project (Team 4: Go-to Market Plan for Hubspot Inbound Marketing Consultancy Division: DIYinbound).
  - Second Semester MKT Team Project (Team 3: Marketing Plan for Unilever´s Mayonnaise Category).
  - MKT ABI Case Competition (3rd place out of 30 teams from top schools worldwide).
  - Students: Irene Crocker (obtained position at Nike Consumer Strategy).

University of Cincinnati:
- Marketing PhD Committee Member, 2019-2020.
- Faculty Research Thought Leadership Initiative: Marketing Faculty Representative, 2018.
- Representative for the Lindner College of Business at the European American Chamber of Commerce, 2018.

- MBA Faculty Capstone Coach (Project with Procter and Gamble), 2018.
- Bicentennial Branding Committee Member, 2017-2018.
- Advising/mentorship PhD students: Ruomeng Wu, Ryan Gaffney, Emma Neybert, Liang Shen, 2017 – 2020.

University of Texas at San Antonio (as PhD student):
- AACSB Accreditation: PhD Student Representative (2017).
- Consultancy Service for Golden Key Honors College (2016).

INDUSTRY POSITIONS

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

LANGUAGES

English, Spanish.
Green card holder.

REFERENCES

Mathew S, Isaac, Ph.D.
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