

**DR. JORGE PENA MARIN**

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Google Scholar: <https://scholar.google.com/citations?user=o1nDjpQAAAAJ&hl=en>

**ACADEMIC POSITIONS**

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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**

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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 50<sup>th</sup> 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**

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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**

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1. **Pena-Marin, Jorge**, and Rajesh Bhargave (2021), "Comparing Estimates for Decision-Making: Numerical Processing and Preferences for Underestimates versus Overestimates," *Journal of Experimental Psychology: Applied*. (Journal ranking: AJG 4).
2. **Pena-Marin, Jorge**, and Dengfeng Yan (2021)<sup>1</sup>, "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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<sup>1</sup> 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-Marín, 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-Marín** (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-Marín, 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 / WORKING PAPERS (titles abridged)**

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8. **Pena-Marín, Jorge**, and Mathew Isaac, "Number ending and Financial Decision-Making", *revise and resubmit at Journal of Consumer Research*.
9. **Pena-Marín, Jorge**, Mathew Isaac, and Jennifer Hong, "Numerical Information and Attribute Weighting", *under review at Journal of Marketing Research*.
10. **Pena-Marín, Jorge**, and Christophe Lembregts (equal authorship), "Numerical familiarity and budgeting".

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

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- "Math anxiety and decision-making", with Micayla Downey (MSU PhD student).  
"Anchoring & adjustment", with Dengfeng Yan.  
"Magnitude representation", with Rashmi Adaval.  
"Mean prices and decision-making", with Hanyong Park, Rajesh Bagchi and JaeHwan Kwon.

#### **CONFERENCE PEER REVIEWED PAPERS (\*presenter)**

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1. Pena-Marín, 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-Marín, 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.
3. Pena-Marín, 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," Special Session Numerical Cognition and Scale Measurement, *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**

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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**

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- 2022 Haring Symposium Faculty Representative, Kelley School of Business, Indiana University.
- 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**

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### **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, 2017-2018<sup>2</sup>

#### 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.
  - 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
  - Across sections, Mean **4.43** out of 5.

#### 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)

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

University of Texas at San Antonio:

- 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**

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**Editorial Review Board:**

- Journal of Consumer Psychology, 2021- 2024 term.

**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 Economic Psychology.
- Journal of Mathematical Psychology.
- Current Psychology.

**UNIVERSITY SERVICE**

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**Michigan State University:**

- Research Committee Member, 2022.
- Haring Symposium Faculty Fellow, Kelley School of Business, Indiana University, 2022.
- Faculty Participant at MSU Job Market Workshop, 2022.
- Doctoral Candidates Admissions Subcommittee Member, 2022.
- Management Consulting Academy (MCA) Faculty Ambassador, 2021 – 2022.
  - Business Case presentation for BUS 491 Course.
- Doctoral Programs Committee Member, 2021, 2022.
  - Doctoral Comprehensive Exams Reviewer, 2022.
- 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 (3<sup>rd</sup> 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**

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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 (Consultancy)  
1999 – 2001 DELOITTE, Consultant (Auditing and Consultancy Services)

**LANGUAGES**

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English, Spanish.