

## DR. JORGE PENA MARIN

Michigan State University

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

### ACADEMIC POSITIONS

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- 2021 – *Assistant Professor of Marketing*, Michigan State University.  
2024 – *Director*, Study Abroad Program: Business and Culture in Spain, Michigan State University.  
2020 – 21 *Assistant Professor of Marketing*, IESE Business School.  
2017 – 20 *Assistant Professor of Marketing*, University of Cincinnati.

### 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.

### HONORS

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- 2024 *Editorial Review Board of the Journal of Consumer Psychology 2024-2026* (FT50<sup>2</sup>; ABS-4\*<sup>1</sup>).  
2023 *Consulting Editor of the Journal of Experimental Psychology: Applied* (ABS<sup>1</sup>-4).  
2021 *Editorial Review Board of the Journal of Consumer Psychology 2021-2023* (FT50; ABS-4\*<sup>1</sup>).  
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.

### PUBLICATIONS

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- Pena-Marín, Jorge, and Rajesh Bhargave (2016)<sup>2</sup>, "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\*<sup>1</sup>).
- 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: FT50; ABS-4\*<sup>1</sup>).
- 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: FT50; ABS-4\*<sup>1</sup>).

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

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

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

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\*).

Pena-Marin, Jorge, and Dengfeng Yan (2021)<sup>4</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: FT50; ABS-4\*).

Pena-Marin, 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).

- New flagship journal of the Association for Consumer Research. Scopus CiteScore: 5.6
- 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-Marin, 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-Marin (2026), "Making Omnichannel Work: A Dynamic Capabilities Roadmap for Retail Transformation", *in press at Journal of Retailing*, <https://doi.org/10.1016/j.jretai.2026.03.003>. (Journal ranking: ABS-4).

## **OTHER PUBLICATIONS**

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

Pena-Marin, 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*.

Downey, Micayla, Jorge Pena-Marin, and Ayalla Ruvio (2025), "Gendered Perspectives: Exploring Gendered Patterns in Identity and Consumer Behavior", book chapter, *forthcoming in The Routledge Companion to Identity and Consumption 2<sup>nd</sup> edition*. Routledge.

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

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<sup>4</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.

## RESEARCH INTERESTS

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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)

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1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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
9. 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.
10. 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.

11. Pena-Marín, 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.
12. Christophe Lembregts\* and Jorge Pena-Marín, “How Quantitative Goals are Organized,” *Association for Consumer Research*, Atlanta, GA, 2019.
13. Christophe Lembregts & Jorge Pena-Marín\*, “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”**
14. Pena-Marín, Jorge\* & Ruomeng Wu (PhD student), “When Predictions Go Wrong: The Advantage of Being Imprecise in Source Trustworthiness,” *Society for Consumer Psychology*, Savannah, GA, 2019.
15. Christophe Lembregts\* & Jorge Pena-Marín, “Perceiving Opportunities to Divide: How Expanded vs. Contracted Units Influence Goal Pursuit Organization,” *Association for Consumer Research European Conference*, Ghent, Belgium, 2018.
16. Pena-Marín, 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”**.
17. Pena-Marín, 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”**.
18. Pena-Marín, Jorge & Matthew S. Isaac\*, “Starting from Zeroes: Round Numbers Signal Inflections in Temporal Sequences,” *Judgment and Decision-Making Winter Symposium*, Utah, 2018.
19. Pena-Marín, 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.
20. Pena-Marín, Jorge\* and Dengfeng Yan, “The Persuasiveness Power of Round Numbers: A Construal Level Theory Perspective,” *Association for Consumer Research*, New Orleans, LA, 2015.
21. Yan, Dengfeng and Jorge Pena-Marín\*, “Deal or No Deal? The Effect of Numerical Roundness on Willingness to Accept an Offer in Negotiations,” *Society for Consumer Psychology*, Phoenix, AZ, 2015.
22. Pena-Marín, 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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Complutense University, 2026.

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, AWARDS, AND RELEVANT MEDIA**

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2024 Spanish National TV Appearance as MKT Expert (1.2MM live viewers)<sup>4</sup>  
2024 Summer Research Grant MSU (\$8,000).  
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>3</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 and Evaluations:**

#### Michigan State University

- MKT 913 PhD Seminar: Judgment and Decision-Making, 2021-onwards
- MKT 393/490 Study Abroad Program: Business and Culture in Spain, 2025-onwards.
  - Mean 4.80 out of 5 (2025).
- MKT 302: Consumer Behavior (3 sections ~ 150 students), 2022-onwards.
  - Across sections, Mean 4.50 out of 5 (2023).
  - Across sections, Mean 4.17 out of 5 (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)

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

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

- Master's 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 4030: Branding (2 sections ~ 90 students), 2019-2020
  - *No teaching evaluations were provided for 2019-2020 due to Covid19.*
- MKT 4030: 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 4030: 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:

- 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/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, 2024.
- MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, 2022.
- Association for Consumer Research Conference.
- Society for Consumer Psychology Conference.
- European Association for Consumer Research Conference.

## **UNIVERSITY SERVICE**

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### **Michigan State University:**

#### Committees:

- Department Advisory Committee, 2025-.
- Journal List Revision Committee, 2025-.
- Faculty Excellence Advocate for Faculty Recruiting Committee, 2023-2025.
- Faculty Recruiting Committee, 2023-2024, 2024-2025.
- Diversity, Equity, and Inclusion MKT Committee Member, 2022-2024.
- Research MKT Committee Member, 2022-.
- Doctoral Candidates Admissions MKT Subcommittee Member, 2022-.
- Doctoral Programs MKT Committee Member, 2021-.
  - Doctoral Comprehensive Exams Reviewer, 2021-.

#### Dissertation Committees:

##### Co-Chair:

- Micayla Downey: Assistant Professor at Grand Valley University
- Ellen Li: Job Market 2025

#### Other Service:

- Regular Speaker for the MSU Marketing Association.
- Faculty Advisor for the MSU Tennis Club Team, 2023-.
- Faculty Advisor for 180 Degrees Consulting MSU branch (world's largest consultancy for non-profits & social enterprises), 2023-.
- Co-Host Byington Speaker Series, 2023-.
- Advisor to Start-Up Marketing Agency DIJO run by MSU students (2023)
- Co-Manager Marketing Behavioral Lab, 2022-.
- Top of Mind Dean's Strategic Vision: Develop Research Insights for Dean's office, 2021-2022.
- Co-coordinator, Inaugural Job Market Workshop for Marketing Ph.D. Students, Eli Broad College of Business, Michigan State University, May 2022.
- Haring Symposium Faculty Representative, Kelley School of Business, Indiana University, 2022.
- Management Consulting Academy (MCA) Faculty Ambassador, 2021-.
  - Business Case presentation for BUS 491 Course (Peloton Case).
- Advising/mentorship PhD students: Micayla Downey, Ellen Li, Katherine Rust, Minghao Wang, 2021-.
- Honors students: Ginger Haller, Claire Weller, Tristan Croteau, Tessi Lila, Graziella Pacheco, 2021-.

### **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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Spanish, English