

NICHOLAS REINHOLTZ

University of Colorado Boulder
Leeds School of Business
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EMPLOYMENT

University of Colorado – Boulder, CO
Assistant Professor of Marketing (2016–)
Dean's Faculty Scholar (2023–)
Institute of Cognitive Science Fellow (2018–)
Center for Research on Consumer Financial Decision Making (2014–)
Postdoctoral Research Associate and Instructor (2014–2016)

United States Securities and Exchange Commission – Washington, DC
Financial Economist (2023–)

EDUCATION

Columbia University – New York, NY
Ph.D., Marketing (2015)
M.Phil., Marketing (2012)

Reed College – Portland, OR
MALS program (2007–2009)

Virginia Tech – Blacksburg, VA
B.S., Mechanical Engineering (2006)
B.A., Political Science (2006)

PUBLICATIONS

Pomerance, Justin and Nicholas Reinholtz (2024), “Cut Me Some Slack! How Perceptions of Financial Slack Influence Pain of Payment,” *Psychology and Marketing*, forthcoming.

André, Quentin, Nicholas Reinholtz, and Bart de Langhe (2022), “Can Consumers Learn Price Dispersion? Evidence for Dispersion Spillover Across Categories,” *Journal of Consumer Research*, 48 (5), 756–774.

Reinholtz, Nicholas, Sam J. Maglio, and Stephen A. Spiller (2021), “Stocks, Flows, and Risk Response to Pandemic Data,” *Journal of Experimental Psychology: Applied*, 27 (4), 657–668.

Reinholtz, Nicholas, Philip M. Fernbach, and Bart de Langhe (2021), “Do People Understands the Benefit of Diversification?,” *Management Science*, 67 (12), 7322–7341.

Parker, Jeffrey R., Iman Paul, and Nicholas Reinholtz (2020), “Perceived Momentum Influences Responsibility Attributions,” *Journal of Experimental Psychology: General*, 149 (3), 482–489.

Spiller, Stephen A., Nicholas Reinholtz, and Sam J. Maglio (2020), “Judgments Based on Stocks and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences,” *Management Science*, 66 (5), 2213–2231.

Reinholtz, Nicholas, Daniel M. Bartels, and Jeffrey R. Parker (2015), “On the Mental Accounting of Restricted-Use Funds: How Gift Cards Change What People Purchase,” *Journal of Consumer Research*, 42 (4), 596–614.

Mason, Malia F. and Nicholas Reinholtz (2015), “Avenues Down Which a Self-Reminding Mind Can Wander,” *Motivation Science*, 1 (1), 1–21.

Levav, Jonathan, Nicholas Reinholtz, and Claire Lin (2012), “The Effect of Ordering Decisions by Choice-Set Size on Consumer Search,” *Journal of Consumer Research*, 39 (3), 585–99.

CONSORTIUM AUTHORSHIP PUBLICATIONS

Fišar, Miloš, Ben Greiner, Christoph Huber, Elena Katok, Ali Ozkes, and the Management Science Reproducibility Collaboration (2024), “Reproducibility in Management Science,” *Management Science*, forthcoming.

RESEARCH IN PROGRESS

Meister, Matt and Nicholas Reinholtz, “Quality in Context: Consumption-Relevant Situational Factors Influence User-Generated Product Ratings,” *under review*.

Meister, Matt and Nicholas Reinholtz, “On the Comparability of User-Generated Star Ratings,” *under review*.

André, Quentin, Nicholas Reinholtz, and John G. Lynch, Jr., “Restricted-Use Funds and Budgeting Decisions,” *working paper*.

Naborn, Jay, Quentin André, Hannah Perfecto, Samuel D. Hirshman, and Nicholas Reinholtz, “Consumers Overlook the Value of Systematic Error and Disagreement,” *working paper*.

Reinholtz, Nicholas, Daniel M. Bartels, Jonathan Levav, and Oded Netzer, “Variance Neglect in Consumer Search,” *working paper*.

Reinholtz, Nicholas and Stephen Spiller, “On Analyzing Mixed-Designs in Consumer Research: ANOVA, Random Effects, and Clustered Standard Errors.”

André, Quentin and Nicholas Reinholtz, “Reducing Participant Costs Without Sacrificing Statistical Power in Consumer Research: An Introduction to Pre-Registered Interim Analysis Plans (PRIAPs),” *under review*.

Reinholtz, Nicholas and Bart de Langhe, “Perceived Precision of Survey Research.”

POPULAR PRESS

Maglio, Sam J., Nicholas Reinholtz, and Stephen A. Spiller, “The Challenges of Presenting Pandemic Data,” *Sloan Management Review*, February 23rd, 2021.

CONFERENCE PRESENTATIONS

- Reducing Participant Costs Without Sacrificing Statistical Power in Consumer Research: An Introduction to Pre-Registered Interim Analysis Plans (with Quentin André), *Colorado Winter Conference on Marketing and Cognition* (2024: Steamboat Springs)
- Would You Use a South-Pointing Compass? Consumers Underestimate the Informativeness of Systematic Errors and Disagreement (with Jay Naborn, Quentin André, Hannah Perfecto, and Samuel D. Hirshman), *Association for Consumer Research* (2023^{Co}: Seattle), *Society for Judgment and Decision Making* (2023^{P,Co}: San Francisco), *Society for Consumer Psychology* (2024^{Co}: Nashville)
- Perceived Precision of Survey Research (with Bart de Langhe), *Society for Consumer Psychology* (2023: Puerto Rico), *Association for Consumer Research* (2023: Seattle)
- Quality in Context: Evidence that Consumption Context Influences User-Generated Product Ratings (with Matt Meister), *Association for Consumer Research* (2022^{Co}: Denver), *Society for Judgment and Decision Making* (2022^{P,Co}: San Diego), *Judgment and Decision Making Winter Symposium* (2024: Snowbird)
- Would You Use a South-Pointing Compass?: Consumers Underestimate the Informativeness of Systematic Disagreement (with Quentin André and Samuel Hirshman), *Association for Consumer Research* (2022^{Co}: Denver)
- User-Generated Star Ratings are Not Inherently Comparative (with Matt Meister), *Society for Judgment and Decision Making* (2021^{P,Co}: Virtual), *Society for Consumer Psychology* (2022^{F,Co}: Virtual), *Cognitive Science Society* (2022^{P,Co}: Toronto)
- When Metrics Matter: Elicitation Metric Influences Uncertainty Estimates (with David Zimmerman, Stephen Spiller, and Sam Maglio), *Numerical Markers Conference* (2021^{Co}: Tucson, AZ), *Society for Judgment and Decision Making* (2021^{P,Co}: Virtual)
- Product Reviews as a Valid Source of Product Attribute Information (with Matt Meister), *Society for Judgment and Decision Making* (2020^{P,Co}: Virtual)
- As Good as Spent: Earmarking Leads to a Sense of Spending (with Elizabeth Webb, Justin Pomerance, and Stephen Spiller), *Association for Consumer Research* (2019^{Co}: Atlanta)
- A Slack-Based Account of Pain of Payment (with Justin Pomerance), *Society for Consumer Psychology* (2018^{P,Co}: Dallas), *Association for Consumer Research* (2018^{Co}: Dallas), *Yale Whitebox Conference* (2019^{Co}: New Haven)
- The Formation of Dispersion Knowledge in Complex Environments (with Quentin André and Bart de Langhe), *Association for Consumer Research* (2017^{Co}: San Diego), *Society for Judgment and Decision Making* (2017: Vancouver), *Cognitive Science Society* (2018: Madison), *Society for Consumer Psychology* (2019: Savannah, GA)
- Restricted-Use Funds and Budgeting Decisions (with Quentin André and John G. Lynch, Jr.), *Association for Consumer Research* (2017^{Co}: San Diego), *Society for Judgment and Decision Making* (2017^{Co}: Vancouver), *Consumer Financial Decision Making Conference* (2018^{Co}: Boulder)

Variance Neglect in Consumer Search (with Daniel M. Bartels, Jonathan Levav, and Oded Netzer), *Consumer Financial Decision Making Conference* (2016^P: Boulder), *International Conference on Thinking* (2016: Providence), *Association for Consumer Research* (2017: Sand Diego)

Perceived Momentum Influences Responsibility Attributions (with Jeffrey R. Parker and Iman Paul), *Society for Judgment and Decision Making* (2015^{P, Co}: Chicago), *Cognitive Science Society* (2016^{Co}: Philadelphia)

Judgments Based on Stock and Flows: Different Presentations of the Same Data Can Lead to Opposing Inferences (with Stephen Spiller and Sam J. Maglio), *Society for Consumer Psychology* (2016^{Co}: St. Pete Beach), *Association for Consumer Research Conference* (2016^{Co}: Berlin)

Do People Understand the Benefit of Diversification? (with Philip M. Fernbach and Bart de Langhe), *Consumer Financial Decision Making Conference* (2015: Boulder), *Society for Judgment and Decision Making Conference* (2015: Chicago), *Society for Consumer Psychology* (2016: St. Pete Beach), *International Conference on Thinking* (2016^{Co}: Providence), *Association for Consumer Research Conference* (2016^{Co}: Berlin)

On the Mental Accounting of Restricted-Use Funds: How Gift Cards Change What People Purchase (with Daniel M. Bartels and Jeffrey R. Parker), *Consumer Financial Decision Making Conference* (2013^P: Boulder), *Society for Consumer Psychology Conference* (2014: Miami), *Cognitive Science Society* (2014^P: Quebec City)

The Effect of Ordering Decisions by Choice-Set Size on Consumer Search (with Jonathan Levav and Claire Lin), *Society for Judgment and Decision Making Conference* (2011: Seattle), *Haring Symposium* (2012: Bloomington), *UH Marketing Doctoral Symposium* (2012: Houston), *American Psychological Association Conference* (2012: Orlando)

Sunny Days, Risky Ways: Exposure to Sunlight Increases Risk Taking (with Leonard Lee and Michel T. Pham), *Association for Consumer Research Conference* (2011: St. Louis)

*superscripts: “P” = presentation of a poster, “F” = presentation of a “Flash Talk”, “Co” = presentation by co-author

INVITED TALKS

Emory University, Goizueta Business School (2024, *scheduled*)
Erasmus University, Rotterdam School of Management (2023)
University of California Berkeley, Haas School of Business (2023)
New York University, Stern School of Business (2023)
KU Leuven (2023)
London Business School (2021)
University of Illinois Chicago, Liautaud Graduate School of Business (2020, *canceled COVID-19*)
Yale University, School of Management (2020)
Brigham Young University, Marriott School of Business (2020)
Cornell University, SC Johnson School of Business (2016)
University of Chicago, Booth School of Business (2015)
University of Colorado Boulder, Leeds School of Business (2014), Institute for Cognitive Science (2018),
Cognitive Psychology Brownbag (2021)

HONORS AND RECOGNITION

Dean's Faculty Scholar; Leeds School of Business (three-year appointment: 2023–2026)
Frascona Excellence in Teaching Award Nomination; Leeds School of Business (2016, 2017, 2019, 2023)
Participant, *AMA Sheth Foundation Doctoral Consortium* (2013: Ann Arbor)
Participant, *Haring Symposium* (2012: Bloomington)
Participant, *University of Houston Marketing Doctoral Symposium* (2012: Houston)
Participant, *Marketing and Public Policy Workshop* (2012: Atlanta)
Participant, *Summer Institute on Bounded Rationality* (2012: Berlin)
Luxury Education Foundation Scholarship (Columbia University, 2012: \$15,000, 2013: \$14,000)
Deming Center Doctoral Fellowship (Columbia University, 2013: \$10,000)
Phi Beta Kappa
Tau Beta Pi

SERVICE

Editorial Review Boards:

Journal of Consumer Psychology (2021–)

Conference Program Committees:

Colorado Winter Conference on Marketing and Cognition (2023–)

Boulder Summer Conference on Consumer Financial Decision Making (2015–)

Behavioral Decision Research in Management Conference (2020, canceled COVID-19)

AMA CBSIG Conference (2024: Vienna)

Ad Hoc Reviewer (Journals):

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Marketing Science

Journal of Consumer Psychology

Quantitative Marketing and Economics

International Journal of Research in Marketing

Journal of the Association for Consumer Research

Marketing Letters

Management Science

Cognitive Science

Cognition

Psychological Science

Journal of Experimental Psychology: General

Journal of Experimental Psychology: Applied

Organizational Behavior and Human Decision Processes

Scientific Reports (Nature)

Ad Hoc Reviewer (Conference Proceedings):

Association for Consumer Research

Cognitive Science Society

Society for Judgment and Decision Making

Society for Consumer Psychology

Ad Hoc Reviewer (Other):

MSI Alfred G. Clayton Dissertation Proposal Award (2019, 2022, 2023)
Israel Science Foundation Research Proposals
Lloyd's Register Foundation Institute for the Public Understanding of Risk (IPUR) at the NUS

University/School/Division Committees (University of Colorado Boulder, unless noted otherwise):

MSBA/MSSC Quant Course Curriculum Review Committee (2021)
Leeds Executive Committee (2019–2021, 2023–)
Faculty Search Committee, Marketing Division (2019)
Ph.D. Committee, Marketing Division (2016–)
Behavioral Lab Committee, Columbia Business School (2011–2014)

Dissertation Committees Chaired:

Matt Meister (2023, University of Colorado)
Justin Pomerance (2020, University of Colorado)

Dissertation Committees:

Alex Moore (2023, University of Chicago: Behavioral Science)
Jairo Ramos (2022, University of Colorado: Psychology)
Xiaowen Hu (2022, University of Colorado: Finance)
Nicholas Light (2021, University of Colorado)
Sharaya Jones (2020, University of Colorado)
Joseph Harvey (2020, University of Colorado)
Andrew Long (2019, University of Colorado)
Quentin André (2018, INSEAD)
Tyler Manchin (2018, University of Colorado: Economics)

Honors Thesis Committees:

Benjamin Scheffrin (2017, University of Colorado: Economics)

Conference Discussant:

Colorado Finance Summit (2019)
Boulder Summer Conference on Consumer Financial Decision Making (2023)

EXECUTIVE EDUCATION

2021 Cannabis Entrepreneurial Academy: The Psychology of Branding
2022 Association for University Business and Economics Research (AUBER) Conference: Learning R

TEACHING EXPERIENCE

Buyer Behavior (MKTG 3250; University of Colorado Boulder)
Fall 2015 (2 sections)
Spring 2016 (2 sections)
Fall 2017 (3 sections)

Fundamentals of Data Analytics (MSBX 5410; University of Colorado Boulder)

Fall 2015 (as “Data Analytics Lab”)

Summer 2016

Summer 2017

Summer 2018 (2 sections + distance students)

Summer 2019 (2 sections + distance students)

Summer 2020 (2 sections, *remote COVID-19*)

Summer 2021 (2 sections, *remote COVID-19*)

Summer 2022 (2 in-person sections, 1 remote section)

Summer 2023 (2 in-person sections, 1 Online+ section)

Design and Analysis of Experiments in Business (MKTG 7310; University of Colorado Boulder)

Spring 2017

Spring 2019

Spring 2021

Spring 2023

Quantitative Methods (MBAC 6030; University of Colorado Boulder)

Summer 2020 (2 sections, *remote COVID-19*)