

SCOTT A. HAWKINS
Associate Professor of Marketing

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Education

PhD	Marketing, Carnegie Mellon University minor in Decision Making	May, 1989
MS	Marketing, Carnegie Mellon University	January, 1986
BA	Psychology with departmental honors double major in Computer Studies, cum laude, Northwestern University	June, 1984

Dissertation

Information Processing Strategies in Riskless Preference Reversals: The Prominence Effect
Carnegie Mellon University, Committee members: Robyn M. Dawes, Gregory W. Fischer (co-chair), Eric J. Johnson (co-chair), and Nancy Malone

Academic Appointments

1998 - present	Associate Professor of Marketing, J. L. Rotman School of Management, University of Toronto
1993 - 1998	Assistant Professor of Marketing, J. L. Rotman School of Management, University of Toronto
1989 - 1993	Assistant Professor of Marketing, Graduate School of Business, University of Chicago.
1988 - 1989	Instructor in Marketing, Graduate School of Business, University of Chicago.
1987 - 1988	Instructor in Marketing, Graduate School of Industrial Administration, Carnegie Mellon University.
1987	Instructor in Social Sciences, Carnegie Mellon University

Academic Honors

Rotman School of Management, MBA Excellence in Teaching Award, 1998, 2003, 2007-2008, 2010-2016
Rotman School of Management, Commerce Excellence in Teaching Award, 2006-2016

William Larimer Mellon Fellowship, Carnegie Mellon University, 1984-1987
BA cum laude with departmental honors in Psychology, Northwestern University, 1984
Phi Beta Kappa, 1984

Research Interests

My research interests focus on consumer behavior and advertising effectiveness. I am particularly interested in the heuristics consumers employ to cope with complex information. Specific issues include: choice architecture and moral decision making, mechanisms by which consumers form beliefs about products, response mode effects in consumer preference elicitation, the role of memory processes in judgment strategies, reference points in price perception and evaluation, and hindsight biases that occur when consumers look back on previous experiences and try to learn from them.

Research Grants

Social Sciences and Humanities Research Council of Canada, "Low-Involvement Learning in a Cluttered Media Environment," 1994 - 1998, \$60,000

Connaught Secretariat New Staff Matching Grant, "The Formation and Impact of Low-Involvement Beliefs," 1994 - 1996, \$22,500

Connaught Secretariat Start-Up Grant, "Low-Involvement Learning in a Cluttered Media Environment," 1993-1994, \$6,000

Publications

Mazar, N. & Hawkins, S. A. (2015). Choice Architecture in Conflicts of Interest: Defaults as Physical and Psychological Barriers to (Dis)honesty. *Journal of Experimental Social Psychology, 59*, 113-117.

Cronley, M. L., Kardes, F. R., & Hawkins, S. A. (2006). Influences on the illusory truth effect in consumer judgment. *Advances in Consumer Research, 33*, 247.

Moorthy, K. S. & Hawkins, S. A. (2005). Advertising repetition and quality perceptions. *Journal of Business Research, 58*, 354-360. This research was the focus of an article in *The Economist* (Feb 14, 1998).

Hawkins, S. A., Hoch, S. J., & Meyers-Levy, J. (2001). Low-involvement learning: Repetition and coherence in familiarity and belief. *Journal of Consumer Psychology, 11*, 1-11.

Law, S., Hawkins, S. A., & Craik, F. I. M. (1998). Repetition-induced belief in the elderly: Rehabilitating age-related memory deficits. *Journal of Consumer Research, 25* (September), 91-107.

Law, S. & Hawkins, S. A. (1997). Advertising repetition and consumer beliefs: The role of source memory. In B. Wells (Ed.), *Measuring Advertising Effectiveness* (pp. 67-75). Mahwah, NJ: Lawrence Erlbaum Associates.

Hawkins, S. A. (1994). Information processing strategies in riskless preference reversals: The prominence effect. *Organizational Behavior and Human Decision Processes, 59*, 1-26.

- Fischer, G. W. & Hawkins, S. A. (1993). Scale compatibility, strategy compatibility and the prominence effect. *Journal of Experimental Psychology: Human Perception and Performance*, 19, 580-597.
- Hawkins, S. A. & Hoch, S. J. (1992). Low-involvement learning: Memory without evaluation. *Journal of Consumer Research*, 19 (September), 212-225.
- Hawkins, S. A. & Hastie, R. (1990). Hindsight: Biased judgments of past events after the outcomes are known. *Psychological Bulletin*, 107, 311-327.

Professional Presentations

- “Promising Directions for Behavioural Research in Marketing.” BCRST Conference, Toronto, ON, April 27, 2001. Presenter.
- “Advertising repetition and quality perceptions.” Society for Consumer Psychology, San Antonio, TX, February 4, 2000. Presenter.
- “Low-involvement learning: Repetition and coherence in memory and belief.” Association for Consumer Research, Columbus, OH, October 2, 1999. Presenter.
- “Advertising repetition and quality perceptions.” Association for Consumer Research, Montreal, October, 2, 1998. Presenter.
- “Repetition-induced belief in the elderly: Rehabilitating age-related memory deficits.” Judgment and Decision Making Conference, Philadelphia, PA, Nov. 1997. Presenter.
- “Repetition-induced belief in the elderly: Rehabilitating age-related memory deficits.” Association for Consumer Research, October 19, 1997. Session organizer and presenter.
- “Low-involvement learning: Repetition and coherence in memory and belief.” BCRST Conference, Rochester, NY, May 9, 1997. Presenter.
- “Low-involvement learning: Repetition and coherence in memory and belief.” Society for Consumer Psychology, St. Petersburg, FL, February, 14, 1997.
- “Low-involvement learning: Repetition and coherence in memory and belief.” Marketing Science, Sydney, Australia, July 5, 1995. Presenter.
- “Low-involvement learning: Repetition and coherence in memory and belief.” Association for Consumer Research, Boston, MA, October 21, 1994. Session organizer and presenter.
- “Elaborative processing and the coherence of consumer beliefs.” Behavioral Decision Research in Management, MIT, May 20, 1994. Presenter.
- “Elaborative processing and the coherence of consumer beliefs.” American Psychological Association, Toronto, Ontario, Canada, August 20, 1993. Session organizer and presenter.
- “Strategy compatibility, scale compatibility, and the prominence effect.” Association for Consumer Research, Vancouver, British Columbia, Canada, October 9, 1992. Presenter.
- “Low-involvement learning: Memory without evaluation.” Marketing Science, London, England, July 14, 1992. Presenter.

“Information processing strategies in riskless preference reversals: The prominence effect.” ORSA/TIMS, Anaheim, CA, November 6, 1991. Presenter.

“Repetition, low involvement processing, and belief.” Association for Consumer Research, Chicago, IL, October 18, 1991. Session organizer and presenter.

“Strategy compatibility, scale compatibility, and the prominence effect.” Society for Judgment and Decision Making, Atlanta, GA, November 20, 1989. Presenter.

“Response modes in marketing research.” Association for Consumer Research, New Orleans, LA., October 20, 1989. Presenter.

“Information processing strategies in riskless preference reversals: The prominence effect.” ORSA/TIMS, Washington, D.C., April, 28, 1988.

Invited Presentations

“Repetition and coherence in familiarity and belief.” INSEAD, March 20, 1998.

“Repetition and coherence in familiarity and belief.” University of Colorado Marketing Conference, October 15, 1997.

“Low-involvement learning: Memory without evaluation.” University of Rochester, March 5, 1993.

“Low-involvement learning: Memory without evaluation.” University of Toronto, November 14, 1992.

Teaching Activities

Advanced Marketing Strategy (undergraduate course), 2006, responsibility for design and delivery
 Advanced Marketing Theory (PhD course), 1989-1990, 1993, responsibility for design and delivery
 Branding (MBA elective course), 2011-present, responsibility for design and delivery
 Branding Strategy (undergraduate course), 2006-present, responsibility for design and delivery
 Consumer Behaviour (MBA elective course), 1989-2002, 2006-2007, 2010-present, responsibility for design and delivery
 Consumer Behaviour (undergraduate course), 2006-2008, 2011-present, responsibility for design and delivery
 Introduction to Marketing Management (undergraduate course), 2006, 2010, responsibility for design and delivery
 Marketing (undergraduate course), 1987-1988, 2005, responsibility for design and delivery
 Marketing Management (MBA core course), 1989-2003, 2006-2007, responsibility for design and delivery
 Marketing Theory (PhD course), 1993-1997, shared responsibility for design and delivery
 Research Methodology (PhD course), 1993-2001, shared responsibility for design and delivery
 Social Influence (undergraduate course), 1987, responsibility for delivery
 The Psychology of Judgement and Decision Making (PhD course), 2003, responsibility for design and delivery

Student Supervision

Jing Wan (PhD, University of Toronto, expected 2015), 2013-2015, “Giving Money versus Giving Time: The Effect of Moral Compensation on Evaluation of Transgressions,” secondary supervisor.

Eugene Chan (PhD, University of Toronto, 2014), 2012-2014, "Is there in choice no beauty? A motivational perspective to choice overload," secondary supervisor.

Hae Joo Kim (PhD, University of Toronto, 2011), 2009-2011, "The effect of nonconscious goals on conscious goal-based preferences," secondary supervisor

Hee Kyung Ahn (PhD, University of Toronto, 2010), 2008-2010, "The effect of temperature primes on impulsivity," secondary supervisor.

Samuel Babe (JD/MBA), University of Toronto, 2003), 2003, "Marketing to a Democracy," independent study supervisor.

Seh-Woong Chung (PhD, University of Toronto, 2001), 1999-2001, "The effects of brand name fluency, attitude, and attribute accessibility on constrained and stimulus-based choices: The moderating role of the level of motivation and opportunity," secondary supervisor.

Michelle Lee (PhD, University of Toronto, 2000), 1998-2000, "Low involvement processing: Effects of stimulus exposure and repetition on implicit memory, explicit memory and affect," committee member

Sharmistha Law (PhD, University of Toronto, 1998), 1995-1998, "Investigating the truth effect in young and elderly consumers: The role of recognition and source memory," primary supervisor

Elizabeth Cowley (PhD, University of Toronto, 1997), 1994-1997, "The moderating influence of the level of consumer knowledge on the retrieval of brand information," secondary supervisor

Diane Miller (PhD, University of Toronto, 1996), 1996, "The effects of group development, member characteristics, and results on teamwork outcomes," committee member

Angela Lee (PhD, University of Toronto, 1995), 1993-1995, "Effects of stimulus exposure on decision making: An implicit memory perspective," secondary supervisor

Brian Gibbs (PhD, University of Chicago, 1991), 1991, "The self-manipulation of tastes: Experiments on expedient utility," committee member

Howard Mitzel (PhD, University of Chicago, 1991), 1991, "Information access in judgments of subjective importance," committee member

Deborah Mitchell (PhD, University of Chicago, 1991), 1990-1991, "Product trial in the mind: Uses and effects of imagery in consumer decision-making," committee member

Ad Hoc Reviewing

Advances in Consumer Research
Annals of Operations Research
 Cambridge University Press
Electronic Markets
 Israel Science Foundation
Journal of Behavioral Decision Making
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Economic Psychology
Journal of Marketing Research

Journal of Personality and Social Psychology
Journal of Retailing and Consumer Services
Management Science
Marketing Letters
National Science Foundation, Decision Research and Management Science
Organizational Behavior and Human Decision Processes
Social Sciences and Humanities Research Council of Canada
Psychology & Marketing
United States Air Force

Professional Service

Society for Consumer Psychology Winter Conference, Co-Chair, 2004
Society for Consumer Psychology Summer Conference, Co-Chair, 2003
Association for Consumer Research Conference, Program Committee, 1997
Association for Consumer Research Conference, Program Committee, 1995
Society for Consumer Psychology Conference, Program Committee, 1993
Association for Consumer Research Conference, Arrangements Committee, 1991

University Service

University of Toronto SSHRC Ethics Review Committee, 2001-2003, 2005-2006

School of Management Service

Behavioural Research Laboratory Director, 1995-present
Centres & Research Committee, 1994-1999
Executive Committee (elected member), 2001-2003
Faculty of Management Building Committee, 1994-1995
Faculty Search Committee for Marketing (Erindale), 2001-2004
Faculty Search Committee for Marketing (Scarborough), 2009-2014
Faculty Search Committee for Marketing (St. George), 1993-2004, 2006, 2014
Faculty Search Committee for Organizational Behaviour, 1998
Graduate Academic Appeals Committee, 2010-2013, 2013-present (chair)
MBA Curriculum Review Committee, 1998-1999
MBA Orientation Marketing Game Faculty Representative, 1993-2009
MBA Task Force, 1993, 1995
Masters Programs Admissions & Standards, 2006-2008, 2009-2011 (chair)
Masters Programs Committee, 1998-2001
School of Management Delegated Ethics Review Committee, 2000-present
School of Management Participant Pool Coordinator, 1994-present
Teaching Fellow, Marketing, 2014-present

Consulting Activities

The Art Gallery of Ontario, *An Economic and Marketing Impact Study for the Barnes Exhibit*, 1994, written and oral report presented to senior management at the AGO.

Professional Affiliations

American Psychological Association
Association for Consumer Research
Society for Consumer Psychology