

Elise Chandon Ince

Office Address

Department of Marketing
1014 Greene Street
Moore School of Business
Columbia, SC 29208

Office: (803)-777-4784

Email: elise.ince@moore.sc.edu

Academic Employment

Associate Professor of Marketing, 2018 – present
Assistant Professor of Marketing, 2014 – 2018
Moore School of Business, University of South Carolina

Assistant Professor of Marketing, 2006 – 2014
Pamplin College of Business, Virginia Tech

Education

Ph.D. Marketing, July 2006
University of Florida

Master in Management, June 2000
University of Paris IX Dauphine, France

Bachelor's degree in Business and Economics, June 1997
University of Paris IX Dauphine, France

Publications

Chandon Ince, Elise, Gustavo Schneider, and Robyn LeBoeuf (2020), "It Could Happen to Me...But How Good Can It be? The Impact of Manipulating Similarity on Perceived Probability and Impact," *Journal of the Association of Consumer Research*, forthcoming.

Huang, Liang, Anastasiya Pocheptsova Gosh, Ruouo Li, and Elise Chandon Ince (2020), "Pay Me with Venmo: Effect of Service Providers Decisions to Adopt P2P Payment Methods," *Journal of the Association of Consumer Research*, 5 (3), 271-281.

Villanova, Daniel, Elise Chandon Ince and Rajesh Bagchi (2020), "To Explain or Not: How Process Explanations Impact Assessments of Predictors," *Journal of Experimental Psychology: Applied*, 6 (1), 144-157.

Bagchi, Rajesh and Elise Chandon Ince (2016), "Is a 70% Prediction More Accurate than a 30% Prediction? How Level of a Forecast Affects Inferences about Forecasts and Forecasters," *Journal of Marketing Research*, 53 (1), 31-45.

Thompson, Debora and Elise Chandon Ince (2013), "When Disfluency Signals Competence: The Effect of Processing Difficulty on Perceptions of Service Agents," *Journal of Marketing Research*, 50 (2), 228-240.

Chandon, Elise and Chris Janiszewski (2009), "The Influence of Causal Conditional Reasoning on the Acceptance of Product Claims," *Journal of Consumer Research*, 35 (May), 1003-1011.

Janiszewski, Chris and Elise Chandon (2007), "Transfer Appropriate Processing, Response Fluency, and the Mere Measurement Effect," *Journal of Marketing Research*, 44 (May), 309-323.

Under Review

"How About a Dozen? Framing Effects of Numbers in Upselling Contexts" with Rajesh Bagchi and Gustavo Schneider, submitted to the *Journal of Consumer Research*.

Working Papers

Chandon Ince, Elise, Nora Moran, and Rajesh Bagchi, "The Curious Case of Adequate Service Experiences: When Customer Care Decreases Evaluations."

Schneider, Gustavo, Elise Chandon Ince, Rajesh Bagchi, and Mario Pandelaere, "Do Consumers Expect Numbers to Increase or Decrease Over Time? The Upward Bias in Consumer Predictions".

"The Role of the Mode in Product Evaluations and Choice" with Daniel Villanova and Rajesh Bagchi.

"Accent-Driven Curiosity: Using Accents to Stimulate Consumer Interest" with Rebecca Rabino, Rebecca, Elise Chandon Ince and Debora Thompson.

Work in Progress

"Charities and Venmo: Matching P2P Payment Methods with Non-Profits to Increase Donations" with Ruouou Li and Anastasiya Pocheptsova Gosh

Refereed and Invited Conference Presentations

Schneider, Gustavo, Elise Chandon Ince, and Rajesh Bagchi (2020), "Twelve of One or a Dozen of the Other: How Numerical Expressions Influence Preferences," *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Huang, Liang, Anastasiya Pocheptsova Gosh, Ruouou Li, and Elise Chandon Ince (2020), "Pay Me with Venmo: Mental Accounting of Payment Methods," *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Huang, Liang, Anastasiya Pocheptsova Gosh, Ruouou Li, and Elise Chandon Ince (2020), "Pay Me with Venmo: Mental Accounting of Payment Methods," *Proceedings of the*

Society for Consumer Psychology Winter Conference, Competitive Paper, Society for Consumer Psychology.

Villanova, Daniel, Elise Chandon Ince and Rajesh Bagchi (2019), "The Role of the Mode in Product Evaluations and Choice," *Advances in Consumer Research*, Special Session, Association for Consumer Research.

Schneider, Gustavo, Elise Chandon Ince, Rajesh Bagchi, and Mario Pandelaere (2019), "Do Consumers Expect Values to Increase or Decrease over Time?" *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Villanova, Daniel, Elise Chandon Ince and Rajesh Bagchi (2019), "How Process Explanations Impact Assessments of Predictors," *Proceedings of the Society for Consumer Psychology Winter Conference*, Competitive Paper, Society for Consumer Psychology.

Rabino, Rebecca, Elise Chandon Ince and Debora Thompson (2019), "Guess Where I'm From: Ambiguous Accents Can Trigger Consumer Curiosity," *Proceedings of the Society for Consumer Psychology Winter Conference*, Competitive Paper, Society for Consumer Psychology.

Park, Taehoon, Anastasiya Pocheptsova, and Elise Chandon Ince (2018), "How Passive Form Messages in CSR Advertisement Improve Consumer Reaction to the Campaign," *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Chandon Ince, Elise, Rajesh Bagchi, Mario Pandelaere, and Gustavo Schneider (2018), "Do Consumers Expect Values to Increase or Decrease over Time?", Special Session, European Association for Consumer Research.

Chandon Ince, Elise, Rajesh Bagchi, Mario Pandelaere, and Gustavo Schneider (2018), "Do Consumers Expect Values to Increase or Decrease over Time?" *Proceedings of the Society for Consumer Psychology Winter Conference*, Competitive Paper, Society for Consumer Psychology.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova (2018), "Insurance against Corporate Social Irresponsibility: Battling Consumer Suspicion," *Proceedings of the Society for Consumer Psychology Winter Conference*, Competitive Paper, Society for Consumer Psychology.

Villanova, Daniel, Elise Chandon Ince and Rajesh Bagchi (2018), "The Mode as an Indicator of Typicality," *Judgment and Decision Making, Winter Symposium*.

Villanova, Daniel, Elise Chandon Ince and Rajesh Bagchi (2017), "How Process Explanations Impact Assessments of Predictions of Uncertain Events," *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova (2017), "How Does a CSI Incident Affect Consumers' Evaluation of a CSR Campaign?" *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Villanova, Daniel, Elise Chandon Ince and Rajesh Bagchi (2017), "The Mode as an Indicator of Typicality," *The Effect of Numerical Markers on Consumer Judgment and Decision Making Conference*.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova (2017), "How Does a CSI Incident Affect Consumers' Evaluation of a CSR Campaign?" *AMA Marketing & Public Policy Conference*.

Park, Taehoon, Elise Chandon Ince, and Anastasiya Pocheptsova (2017), "How Does a CSI Incident Affect Consumers' Evaluation of a CSR Campaign?" *Society for Consumer Psychology Summer Conference*, Competitive Paper, Society for Consumer Psychology.

Spangenberg, Eric et al., Association for Consumer Research Roundtable (2016), "Question-Behavior Effects," Berlin, Germany, October.

Bagchi, Rajesh, and Elise Chandon Ince (2015), "Is a 70% Prediction More Accurate than a 30% Prediction? Inferences about Forecasts and Forecasters from Intuitive Probability Interpretations," *Marketing Science Conference*, Special Session.

Chandon Ince, Elise, Rebecca Rabino, and Debora Thompson (2014), "Guess Where I'm From: Ambiguous Accents, Curiosity and Product Evaluations," *Advances in Consumer Research*, Special Session, Association for Consumer Research.

Chandon Ince, Elise and Rajesh Bagchi (2013), "How Consumers Evaluate Expert Recommendations: The Role of Information Analyses," *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Chandon Ince, Elise, Nora Moran, and Rajesh Bagchi (2013), "When Excuses Backfire: The Ironic Effect of Excuses on Consumer Perceptions," *Proceedings of the Society for Consumer Psychology Winter Conference*, Competitive Paper, Society for Consumer Psychology.

Chandon Ince, Elise, Nora Moran, and Rajesh Bagchi (2012), "When Excuses Backfire: The Ironic Effect of Excuses on Consumer Perceptions," *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Chandon Ince, Elise, LeBoeuf Robyn, and Hui-Yun Chen (2011), "If It's Similar, it's More Likely...But Can It Be Worth It? The Impact of Manipulating Perceived Similarity on Probability Judgments and Outcome," Vol. 39, *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Chandon Ince, Elise, LeBoeuf Robyn, and Hui-Yun Chen (2011), "If It's Similar, it's More Likely...But Can It Be Worth It? The Impact of Manipulating Perceived Similarity

on Probability Judgments and Outcome,” *Proceedings of the Society for Consumer Psychology Winter Conference*, Competitive Paper, Society for Consumer Psychology.

Chandon Ince, Elise and Debora Thompson (2011), " If it’s Hard to Read, It’s Worth It: When Metacognitive Effort Enhances Product Value", *Proceedings of the Society for Consumer Psychology Winter Conference*, Competitive Paper, Society for Consumer Psychology.

Thompson, Debora, and Elise Chandon Ince (2010), " If it’s Hard to Read, It’s Worth It: When Metacognitive Effort Enhances Product Value", Vol. 38, *Advances in Consumer Research*, Special Session, Association for Consumer Research.

Chandon Ince, Elise and Chris Janiszewski (2008), “The Role of Alternative Causes and Disabling Conditions on Consumers’ Acceptance of Product Claims,” Vol. 36, *Advances in Consumer Research*, Competitive Paper, Association for Consumer Research.

Chandon, Elise and Chris Janiszewski (2006), “Transfer Appropriate Processing, Response Fluency and the Mere Measurement Effect,” Vol. 33, *Advances in Consumer Research*, Special Session, Association for Consumer Research.

Chandon, Elise and Chris Janiszewski (2005), “Response Fluency and the Mere Measurement Effect,” *Proceedings of the Society for Consumer Psychology Winter Conference*, Competitive Paper, Society for Consumer Psychology.

Honors and Awards

Outstanding Reviewer Award, *Journal of Consumer Psychology*, 2020
Darla Moore School of Business Research Grant Recipient, 2014, 2015, 2016, 2017, 2018, 2019, 2020
Excellence in Teaching Award, Pamplin College of Business, Virginia Tech 2013
Mentoring Micro-Grant Recipient, Virginia Tech, 2011
Outstanding Contribution Reviewer Award, *Canadian Journal of Administrative Sciences*, 2010
Scholar of the Week, Virginia Tech, 2010
AMA-Sheth Doctoral Consortium Fellow, 2005
Research Fellowship, University of Florida, 2001-2005
Beta Gamma Sigma, 2004

Student Advising

Dissertation Chair

Taehoon Park (Ph.D. student, USC)

Gustavo Schneider (Ph.D. student, USC)

Dissertation Committee Member

Christopher Nolan (Ph.D. School of Journalism and Mass Communications, USC)

Jonathan Hendricks (Ph.D. Management, USC)

Daniel Villanova (Ph.D. Marketing, Virginia Tech)

Rebecca Rabino (Ph.D. Marketing, Virginia Tech)
Michael Campion (Ph.D. Management, USC)
Mitchel Murdock (Ph.D. Marketing USC)
Nora Moran (Ph.D. Marketing Virginia Tech)

Comprehensive Exam Committee Member
Gustavo Schneider (Ph.D. student USC)
Ruouo Li (Ph.D. student USC)
Arkapavo Sarkar (Ph.D. student USC)
Liang Huang (Ph.D. student, USC)
Li Huang (Ph.D. student, USC)
Taehoon Park (Ph.D. student, USC)

Honor Thesis Director
Alexis Bell (Undergraduate student, USC)

Independent Study Advisor (USC and Virginia Tech)
Ruouo Li, Gustavo Schneider, Liang Huang, Nora Moran, Hui-Yun Chen, Aurora Pepaj, Nichole Marsden.

Rising Scholar Undergraduate Students Mentor (USC)
Rebecca Grant, Kaeley Jaworski

Honors Undergraduate Students Mentored (Virginia Tech)
Danielle Neuburg, Daniel Kane, Larissa Calhoun, Sabrina Kramer, Daniel Kane, Natalie Schmidt, Jennifer Hofmann, Sabrina Kramer, Genevieve Siegel, Alison Serota, Eileen Moreno, Rachel Stoller; Kassie Wang, Elizabeth Lee, Michelle Sprinkel, Rachelle Stoller, Kassie Wang, Kelly Branigan, Kaitlyn Redelman, Jamie Porter, Shrivika Ramaswamy, Brian Ivasauskas.

Service

Graduate Program Faculty Committee, Chair, 2019
Graduate Council member, 2019-2021
Fullbright Evaluation Committee, 2019
Teaching Towards Inclusive Excellence, 2019
PhD comprehensive and qualifying exam, 2018, 2019
PhD Student Selection Committee, 2019
Recruiting Committee, Chair, 2018
Rising Scholar, mentor, 2018, 2019
Behavioral Lab Coordinator, DMSB, 2015 – Present
Organized the Numerical Markers Conference, USC, April 2017
Reviewer, PhD recruiting, 2015 – 2019
Pamplin College of Business Diversity Committee, chair, 2010 – 2011
Diversity Chairs Committee member, Office for Diversity and Inclusion, 2010 – 2011
Speaker Seminar Series Coordinator, 2007 – 2014
Recruiting Committee, 2013

Professional Membership and Service Academic Affiliations

Member of the Editorial Board, *Journal of Consumer Psychology*, 2010 – present
Associate Editor, *Canadian Journal of Administrative Sciences*, 2008 – 2011
Reviewer for the:
Journal of Consumer Psychology

Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
Journal of Public Policy and Marketing
Journal of the Academy of Marketing Science
Journal of the Association of Consumer Research
Association for Consumer Research

Program Committee Member: 2010, 2013, 2017, 2019, 2020

ACR/Sheth Dissertation Proposal Reviewer: 2016, 2017, 2018, 2019

Society for Consumer Psychology

Program Committee Member: 2010, 2012, 2013, 2014, 2015, 2016, 2017, 2018,
2019

Associate Editor, 2020

American Marketing Association, European Marketing Academy
Academy of Marketing Science, World Marketing Congress

Member of: American Marketing Association (AMA)
Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)