

## **Elise Chandon Ince**

July 2017

### **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](mailto:elise.ince@moore.sc.edu)

### **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

### **Academic Employment**

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

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

### **Publications**

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**

Chandon Ince, Elise, Nora Moran, and Rajesh Bagchi, “The Curious Case of Adequate Service Experiences: When Customer Care Decreases Evaluations,” invited for 2<sup>nd</sup> round review, *Journal of Marketing*.

Villanova, Daniel, Elise Chandon Ince and Rajesh Bagchi, “The Role of the Mode in Product Evaluations and Choice,” invited for 2<sup>nd</sup> round review, *Journal of Consumer Research*.

Villanova, Daniel, Elise Chandon Ince and Rajesh Bagchi, “Predictions and Information: How Providing Process Information can Negatively Influence Process Judgments,” invited for 2<sup>nd</sup> round review, *Journal of Consumer Psychology*.

Rabino, Rebecca, Elise Chandon Ince and Debora Thompson, “Accent-Driven Curiosity: Using Accents to Stimulate Consumer Interest,” under 1<sup>st</sup> round review, *Journal of Consumer Research*.

## **Working Papers**

Chandon Ince, Elise, and Robyn LeBoeuf, “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.” Paper available upon request

Chandon Ince, Elise and Chris Janiszewski, “Not All Counterarguments are Created Equal: The Influence of Product Claim and Claim Framing on Claim Believability.” Paper available upon request

## **Work in Progress**

“How Does a CSI Incident Affect Consumers’ Evaluation of a CSR Campaign?” with Taehoon Park and Anastasiya Pocheptsova Gosh.

“Do Consumers Expect Values to Increase or Decrease over Time?” with Rajesh Bagchi, Mario Pandelaere, and Gustavo Schneider.

## **Refereed and Invited Conference Presentations**

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**

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

### **Teaching Experience**

Darla Moore School of Business  
Product Management at the undergraduate level  
Marketing Strategy & Planning at the undergraduate level  
Product and Branding Policies at the graduate level

Pamplin College of Business, Virginia Tech, 2006 – 2014  
International Marketing at the undergraduate, graduate and post-graduate level  
Marketing Research Honors Program at the undergraduate level

### **Invited Presentations, Organized Workshops and Conferences**

2018: Judgment and Decision Making, Winter Symposium.  
2017: The Effect of Numerical Markers on Consumer Judgment and Decision Making Conference, co-organizer, ACR funded.  
2015: Behavioral Lab Training Workshop, USC  
2015: Qualtrics Workshop, USC  
2014: University of South Carolina  
2005: Dartmouth  
Georgetown

Virginia Tech  
University of Wisconsin – Milwaukee  
ESSEC  
HEC  
Koc

## **Student Advising**

### Dissertation Chair

Taehoon Park (PhD student, USC)

### Dissertation Committee Member

Daniel Villanova (Ph.D. Marketing, candidate, 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

Liang Huang (PhD student, USC)

Li Huang (PhD student, USC)

Taehoon Park (PhD student, USC)

### Independent Study Advisor

Ruouo Li, Gustavo Schneider, Liang Huang, Nora Moran, Hui-Yun Chen, Aurora Pepaj, Nichole Marsden.

### Honors Undergraduate Students Mentored

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, Rachele Stoller, Kassie Wang, Kelly Branigan, Kaitlyn Redelman, Jamie Porter, Shrivika Ramaswamy, Ivasauskas, Brian.

## **Service**

Organized the Numerical Markers Conference, USC, April 2017

Behavioral Lab Coordinator, DMSB (June 2015 – Present)

Reviewer, PhD recruiting (2015 – 2016)

Chair, Pamplin College of Business Diversity Committee, (2010 – 2011)

Member of the Diversity Chairs Committee, 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 Public Policy and Marketing*

*Association for Consumer Research*

Program Committee Member: 2010, 2013, 2017

*Society for Consumer Psychology*

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

*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)