

## Vitae

Joel Huber

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### Basic Biographical Data

**Present Position:** Allan D. Schwartz Professor of Marketing, Emeritus  
Fuqua School of Business  
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**Home Address:** 1212 Hill Street, Durham, NC 27707

**Academic Training:** University of Pennsylvania: Graduate School: Awarded Ph.D.  
August 1974

**Doctoral Dissertation:** "The Predictive Effectiveness of Alternative Preference Models"  
Committee: Paul Green, Yoram Wind, John deCani, and Michael Levine  
Major Field: Marketing  
Minor Field: Statistics

**Wharton Graduate Division,** University of Pennsylvania  
Awarded M.B.A. December 1970, *Director's List*

**Princeton University,** Awarded B.A. *Cum Laude*  
June 1967, Major: Philosophy  
Thesis: "The Ethical Philosophy of John Rawls" Winner Pine Thesis Award.

### Editorial Positions:

Founding Editor Method Dialogues *Journal of Consumer Psychology*  
Founding Co-Editor for *APA Handbook of Consumer Psychology* (to be published 2022)  
Founding editor: *Journal of the Association for Consumer Research* (2014-2019)  
Co-Editor: Replication Corner  
Editor: *Journal of Marketing Research* (2006-2009)  
Review Committee NSF Decision Risk and Management Science (2008-2010)  
Associate Editor: *Journal of Consumer Research* (1997-2003...2009-2015)  
Associate Editor: *Marketing Science* (2004-2006)  
Associate Editor: *Journal of Consumer Psychology* (2010-Present)  
Associate Editor *International Journal of Research in Marketing* (2018-2019)

Guest editor for special issue on BDT: *Journal of Consumer Psychology* 2011

Editorial Board for

*Journal of Marketing* (2018-present):

*Journal of Marketing Research* (1984-present)

*Marketing Letters* (1989-present)

*Journal of Consumer Research* (1986-present)

*Journal of Consumer Psychology* (1999-present)

*Journal of Behavioral Decision Making* (2018-present)

**Academic Appointments and Teaching**

<b>Currently</b>	Alan D. Schwartz Professor of Marketing Fuqua School of Business
2000-2001	Sabbatical: Judith C. and William G. Bollinger Visiting Professor, Wharton School, University of Pennsylvania
1988- 2000	Fuqua School of Business, Duke University 1998—2000 Associate Dean MBA Program 1990—1997 Faculty Coordinator for Executive MBA Programs
1986-1987	Sabbatical to Graduate School of Business, Columbia University.
1977-1978	Visiting Assistant Professor, Graduate School of Business, Columbia University.
1974-1978	Assistant Professor, Krannert School of Business, Purdue University
1971-1973	Instructor, Wharton School University of Pennsylvania.
1968-1970	Upper Darby Senior High School and Abington High School. Mathematics teacher, Instructional II Certificate, Pennsylvania.

**Grants and Contracts**

U.S. Environmental Protection Agency. “The Economic Value of Health Improvements to Drinking Water,” With Kip Viscusi, 2007-2009

U.S. Environmental Protection Agency. “Assessing the Value of Improvements to Lakes and Rivers,” With Kip Viscusi, 1996-2007.

U.S. Department of Agriculture: “Toward and Improved Understanding of Wetland Restoration Choice Behavior of Landowners: A Hierarchical Bayes Approach,” with Randy Kramer, co-PI. 2005-2006.

U.S. Environmental Protection Agency. “Assessing the Value of Improvements to Lakes and Rivers,” With Kip Viscusi, 1996-2006.

U.S. Environmental Protection Agency. "Improving Willingness-to-Accept Responses Using Alternative Forms of Compensation," With Carol Mansfield, 1995-1997.

U.S. Environmental Protection Agency, "Communicating Environmental Risks." Investigator with W. Kip Viscusi, Wesley A. Magat and John Payne. 1992-1993.

Nielsen France: "A Single Source Panel Study," Investigator with Rick Staelin, John McCann, Bill Boulding and Julie Edell, 1992 U.S. Environmental Protection Agency, U.S. Environmental Protection Agency, "Incorporating Uncertainty in Risk Communication," Investigator with W. Kip Viscusi and Wesley A. Magat. 1990

U.S. Department of Transportation and North Carolina Department of Transportation: "Demand Estimation in the Raleigh-Charlotte Corridor," Co-principle investigator with Eric Pas. 1988.

"Benefits of Improved Information," Investigator with W. Kip Viscusi and Wesley A. Magat. 1985-1986.

## **Publications**

- Huber, Joel (2019) "Who Benefits from JACR?" Editorial for *Journal of the Association for Consumer Research*, 4.3, 210-213.
- Viscusi, W. Kip, Joel Huber and Jason Bell (2019) "Responsible Precautions for Uncertain Environmental Risks," *Journal of Benefit-Cost Analysis*, 10.2, Summer, 296-315.
- Viscusi, W. Kip, Joel Huber and Jason Bell (2018) "Lessons from Ten Years of Household Recycling in the United States," *Environmental Law Reporter*, 48.5, 10377-10380.
- Shammas, Ronnie, Nate Mela, Scott Wallace, Betty Tong, Joel Huber and Suhail Mithani (2018) "Conjoint Analysis of Treatment Preferences for Non-Displaced Scaphoid Fractures," *Journal of Hand Surgery*, 43(7) 698 e2-e9.
- Kronrod, Ann and Joel Huber (2018) "Ad Wearout Wearout: How Time Can Reverse the Negative Effect of Frequent Advertising Repetition on Brand Preference," *International Journal of Research in Marketing*
- Huber, Joel, W. Kip Viscusi, Jason Bell, (2017), "Dynamic Relationships between Social Norms and Pro-environmental Behavior: Evidence from Household Recycling," *Behavioral Public Policy*. 1-25.
- Bell, Jason, Joel Huber and W. Kip Viscusi (2017) "Fostering Recycling Participation in Wisconsin Households through Single Stream Recycling" *Land Economics*, 93(3), 481-502.
- Lynch, John G. Jr., Eric T. Bradlow, Joel C. Huber, Donald R. Lehmann (2016) "Reflections on the replication corner: In praise of conceptual replications," *International Journal of Research in Marketing*, 32, 333-342
- Meissner, Martin, Andres Musalem and Joel Huber (2016) "Eye-Tracking Reveals a Process that Enables Conjoint Choices to Become Increasingly Efficient with Practice," *Journal of Marketing Research*, 52, 1-17., 35 (June) 306-324.
- Carlson, Kurt A. Jared Wolfe, Simon J. Blanchard, Joel Huber and Dan Ariely (2015) "The Budget Contraction Effect: How Contracting Budgets Lead to Less Varied Choice," *Journal of Marketing Research*, 52, (June) 337-348.

- Huber, Joel, John W. Payne and Christopher P. Puto (2014) "Let's Be Honest About the Attraction Effect," *Journal of Marketing Research*, 51 (August) 520-525.
- Huber, Joel, Wagner Kamakura and Carl Mela (2014) "A Topical History of *JMR*," *Journal of Marketing Research*, 51 (Feb) 84-91.
- Viscusi, W. Kip, Joel Huber and Jason Bell (2014) "Private Recycling Values, Social Norms, and Legal Rules," *Revue d'Economie Politique*, 124.2 (March/April) 384-396.
- Viscusi, W. Kip, Joel Huber and Jason Bell (2013), "Assessing Whether There Is a Cancer Premium for the Value of a Statistical Life," *Health Economics* (in Press)
- Viscusi, W. Kip, Joel Huber, Jason Bell and Caroline Cecot (2013) "Discontinuous Behavioral Responses to Recycling Laws and Plastic Water Bottle Deposits," *American Law and Economics Review*, 15.1 (spring) 110-155.
- Schwartz, Janet; Nortin M. Handler, Dan Ariely, Joel Huber and Thomas Emerick (2013), "Choosing Among Employer-sponsored Health Plans: What Drives Employee Choices?" *Journal of Occupational and Environmental Medicine*, 55.3, 305-309.
- Tong, Betty C., Joel Huber, Deborah D. Ascheim, John Puskas, T. Bruce Ferguson Jr., Eugene Blackstone and Peter K. Smith (2012) "Weighting Composite Endpoints in Clinical Trials: Essential Evidence from the Heart Team," *The Annals of Thoracic Surgery*, 94.6, 1908-1913.
- Moorman, Christine, Rosellina Ferraro, and Joel Huber (2012), "Unintended Nutrition Consequences: Firm Responses to the Nutrition Labeling and Education Act," *Marketing Science*, 31 (September-October), 717-737.
- Jason Bell, Joel Huber and W. Kip Viscusi (2012), "Alternative Policies to Increase Recycling of Plastic Water Bottles in the United States," *Review of Environmental Economics and Policy*, Vol. 6, No. 2 (Summer).
- Viscusi, W. Kip, Joel Huber and Jason Bell (2012) "Heterogeneity in Values of Morbidity Risks from Drinking Water," *Environmental and Resource Economics*, 52.1, 169-187.
- Viscusi, W. Kip, Joel Huber and Jason Bell (2011) "Promoting Recycling: Private Values, Social Norms, and Economic Incentives," *American Economic Review*
- Dong, Songting; Min Ding and Joel Huber (2010) "A Simple Mechanism to Incentive-align Conjoint Experiments," *International Journal of Research in Marketing*, 27, 25-32.
- Viscusi, Kip, W., Joel Huber and Jason Bell (2009), "Voter-Weighted Environmental Preferences," *Journal of Policy Analysis and Management*, Vol 28, No 4 (Fall) 655-671.

- Huber, Joel; Kelly Goldsmith and Cassie Mogilner (2008), "Reinforcement versus Balance Response in Sequential Choice," *Marketing Letters*, 19 (December) 229-239.
- Allenby, Greg; Geraldine Fennell, Joel Huber, Thomas Eagle, Tim Gilbride, Dan Horsky, Jaehwan Kim, Peter Link, Rich Johnson, Elie Ofek, Bryan Orme, and Thomas Otter (2005), "Adjusting Choice Models to Better Predict Market Behavior," *Marketing Letters*, 16:3/4, 197-208.
- Ding, Min, Jehoshua Eliashberg, Joel Huber and Ritesh Saini (2005), "Emotional Bidders—An Analytical and Experimental Examination of Consumers' Behavior in a Priceline-Like Reverse Auction," *Management Science*, 51.3 (March) 352-364.
- Ariely, Dan; Joel Huber and Klaus Wertenbroch (2005) "When Do Losses Loom Larger Than Gains," *Journal of Marketing Research*, (invited comment), 42 (May) 134-138.
- Huber, Joel (2005) "What Has Marketing Learned from Richard Johnson?" *Journal of Marketing Research*, (invited comment) 42 (August) 250-254.
- Huber, Joel (2004) "A Comment on Metacognitive Experiences and Consumer Choice," *Journal of Consumer Psychology*, (invited comment), 14(4) 356-359.
- Viscusi, Kip, W., Joel Huber and Jason Bell (2008), "Estimating Discount Rates for Environmental Quality from Utility-Based Choice Experiments," *Journal of Risk and Uncertainty*, 37 (December), 199-220.
- Viscusi, Kip W., Joel Huber and Jason Bell (2008), "The Economic Value of Water Quality," *Environmental and Resource Economics*, Vol. 41, No. 2 (October), 169-187.
- Sharpe, Kathryn M., Richard Staelin and Joel Huber (2008), "Using Extremeness Aversion to Fight Obesity: Policy Implications of Context Dependent Demand," *Journal of Consumer Research*, 35 (October) 406-422.
- Joel Huber: "The Value of Sticky Articles," *Journal of Marketing Research*, Editorial, 65 (June) 257-260.
- Joel Huber, W. Kip Viscusi and Jason Bell (2008), "Reference Dependence in Iterative Choices," *Organizational Behavior and Human Decision Processes*, 106.2 (July), 143-152.

- Ravi Dhar, Joel Huber and Uzma Khan (2007), "The Shopping Momentum Effect," *Journal of Marketing Research*, 64 (August), 370-378.
- Huber, Joel (2007), "Journal of Marketing Research in the New Competitive Journalistic Environment," *Journal of Marketing Research* (opening editorial), 44 (February) 1-3.
- West, Patricia M., Joel Huber, and Kyeong Sam Min (2004), "Altering Experienced Utility: The Impact of Story Writing and Self-Referencing on Preferences," *Journal of Consumer Research* 31(3), 623-630.
- Huber, Joel; Dan Ariely and Greg Fischer (2002) "Expressing Preferences in a Principal-Agent Task: A Comparison of Choice, Rating and Matching," *Organizational Behavior and Human Decision Processes*, 87:1 (January) 66-90.
- Fitzsimons, Gavan J., J. Wesley Hutchinson, Patti Williams, Joseph W. Alba, Tanya Chartrand, Joel Huber, Frank R. Kardes, Geeta Menon, Priya Raghurir, J. Edward Russo, Baba Shiv and Nader Tavassoli (2002) "Non-Conscious Influences on Consumer Choice," *Marketing Letters*, 13:3, (August) 269-279.
- Lee, Patrick Y, David B. Matchar, Dennis A. Clements, Joel Huber, John Hamilton, and Eric Peterson (2002) "Economic Analysis of Influenza Vaccination and Antiviral Treatment for Healthy Working Adults," *Annals of Internal Medicine*, 137.4, (August 20) 225-231.
- Mansfield, Carol; George L. Van Houtven and Joel Huber (2002) "Compensating for Public Harms: Why Public Goods are Preferred to Money," *Land Economics*, 78.3, (August 2002) 368-389.
- Neeraj Arora and Joel Huber (2001) "Improving Parameter Estimates and Model Prediction by Aggregate Customization of Choice Experiments," *Journal of Consumer Research*, 26:2 (September) 273-283.
- Joel Huber and Kenneth Train (2001) "On the Similarity of Classical and Bayesian Estimates of Individual Mean Partworths," *Marketing Letters*, 12:3, 259-269.
- Mansfield, Carol. A., G. Van Houtven, and Joel Huber (2001) "The Efficiency of Political Mechanisms or Siting Nuisance Facilities: Are Opponents More Likely to Participate than Supporters?" *Journal of Real Estate Finance and Economics*, 22(2/3):141-162.
- Magat, Wesley A., Joel Huber and Kip Viscusi (2000) "An Iterative Choice Approach to Valuing Clean Lakes, Rivers and Streams," *Journal of Risk and Uncertainty*, 21:1, 7-43.
- Bryan Orme and Joel Huber (2000), "Improving the Value of Conjoint Simulations," *Marketing Research*, 12 (Winter), 12-21.

- Baba Shiv and Joel Huber (2000), "The Impact of Anticipating Satisfaction on Consumer Choice," *Journal of Consumer Research*, 27.2 (September), 202-216.
- Patricia M. West, Dan Ariely, Steve Bellman, Eric Bradlow, Eric Johnson, Barbara Kahn, Joel Huber, John Little and David Schkade (1999) "Agents to the Rescue?" *Marketing Letters*, 10:3, 285-300.
- W. Kip Viscusi, Wesley Magat and Joel Huber (1999) "Smoking Status and Responses to Ambiguous Scientific Risk Evidence," *Southern Economic Journal*, Vol. 66, No. 2 (October), 250-270.
- Joel Huber, John Lynch, Kim Corfman, Jack Feldman, Morris Holbrook, Don Lehmann, Bertrand Munier, David Schkade and Itamar Simonson, (1997) "Thinking About Values in Prospect and Retrospect," *Marketing Letters*, (1997).
- Joel Huber and Klaus Zwerina (1996), "The Importance of Utility Balance in Efficient Choice Designs," *Journal of Marketing Research*, 33 (August) 307-317.
- Fred M. Feinberg and Joel Huber (1996) "A Theory of Cutoff Formation under Imperfect Information" *Management Science* 42.1 (January) 65-84.
- Wesley A. Magat and W. Kip Viscusi and Joel Huber (1996), "A Reference Lottery Metric for Valuing Health," *Management Science* 42.8 (August) 1118-1130.
- Joel Huber, Dick R. Wittink, John A. Fiedler and Richard Miller (1993), "The Effectiveness of Alternative Elicitation Procedures in Predicting Choice," *Journal of Marketing Research*, 30, (February), 105-114.
- Eric I. Pas and Joel Huber (1992), "Market Segmentation Analysis of Potential Inter-city Rail Travelers," *Transportation*, 19, 177-96
- Joel Huber and Noreen Klein (1991), "Adapting Cutoffs to the Choice Environment: The Effects of Attribute Correlation and Reliability," *Journal of Consumer Research*, 18, (December), 346-357.
- Joel Huber and Gwen Ortmeyer (1991), "Brand Experience as a Moderator of the Negative Impact of Promotions," *Marketing Letters*, 2, (January 1991), 35-46.
- W. Kip Viscusi, Wesley A. Magat and Joel Huber (1991) "Communication of Ambiguous Risk Information," *Theory and Decision*, 31, 1991.
- W. Kip Viscusi, Wesley A. Magat and Joel Huber (1991), "Pricing Environmental Health Risks: Assessment of Risk-Risk and Risk-Dollar Tradeoffs for Chronic Bronchitis," *Journal of Environmental Economics and Management*, 21, 32-51.



- Wesley A. Magat, W. Kip Viscusi and Joel Huber (1988), "Consumer Processing of Hazard Warning Information," *Journal of Risk and Uncertainty*, 1) 201-232.
- Itamar Simonson, John Payne and Joel Huber (1988), "The Relationship between Prior Brand Knowledge and Information Acquisition Order," *Journal of Consumer Research*, 14, (March) 566-578.
- W. Kip Viscusi, Wesley A. Magat and Joel Huber (1987) "An Investigation of the Rationality of Consumer Valuations of Multiple Health Risks," *The Rand Journal of Economics*, 18, 465-479.
- Wesley A. Magat, W. Kip Viscusi and Joel Huber (1988) "Paired Comparison and Contingent Valuation Approaches to Morbidity Risk Valuation," *Journal of Environmental Economics and Management*, 15 (September) 395-411.
- Roger W. Schmenner, Joel Huber and Randall L. Cook (1987) "Geographic Differences and the Location of New Manufacturing Facilities," *Journal of Urban Economics*, 21, 83-104.
- W. Kip Viscusi, Wesley A. Magat and Joel Huber (1986), "Informational Regulation of Consumer Health Risks: An Empirical Evaluation of Hazard Warnings," *The Rand Journal of Economics*, 17, 351-65.
- Joel Huber, Morris Holbrook and Barbara Kahn (1986), "Effects of Competitive Context and Information Provided on Price Elasticity," *Journal of Marketing Research*, 23 (August), 250-260.
- Morris B. Holbrook and Joel Huber, "Detecting the Differences in Jazz: A Comparison of Methods for Assessing Perceptual Veridicality in Applied Aesthetics (1983), " *Empirical Studies of the Arts*, 1, 35-54.
- Joel Huber and Christopher Puto (1983), "Market Boundaries and Product Choice: Illustrating Attraction and Substitution Effects," *Journal of Consumer Research*, 10, 31-41.
- Joel Huber and Morris B. Holbrook (1982), "Estimating Trends in Preference Measured by Graded Paired Comparisons," *Journal of Business Research*, 10, 459-473.
- Joel Huber and John M. McCann (1982), "The Extent to Which Inferential Beliefs Affect Product Evaluations," *Journal of Marketing Research*, 19, 324-333.
- Joel Huber, John Payne and Christopher Puto (1982), "Adding Asymmetrically Dominated Alternatives: Violations of Regularity and the Similarity Hypothesis," *Journal of Consumer Research*, 9 (June), 90-98.

Joel Huber, Morris B. Holbrook and Susan Schiffman (1982) "Situational Psychophysics and the Vending Machine Problem," *Journal of Retailing*, 84-94.

Morris B. Holbrook and Joel Huber (1979) "Separating Perceptual Dimensions from Affective Overtones: An Application to Consumer Aesthetics," *Journal of Consumer Research*, 5 (March) 272-283.

Joel Huber and Morris B. Holbrook (1979), "Using Attribute Ratings for Product Positioning: Some Distinctions among Compositional Approaches," *Journal of Marketing Research*, 16 (November), 507-516.

Morris B. Holbrook and Joel Huber (1979), "The Spatial Representation of Responses Toward Jazz: Applications of Consumer Esthetics to Mapping the Market for Music," *The Journal of Jazz Studies*, 5 (Spring/Summer), 3-23.

Joel Huber (1975) "Bootstrapping of Data and Decisions," *Journal of Consumer Research*, 2, (December), 229-234.

Joel Huber (1975) "Predicting Preferences on Experimental Bundles of Attributes: A Comparison of Models," *Journal of Marketing Research*, 12 (August), 290-297.

### **Refereed Conference Papers**

Bryan Orme, Joel Huber and Richard Miller, "Dealing with Product Similarity in Conjoint Simulations," Presented at Sawtooth Software Conference, San Diego, CA February 5, 1999 available on <http://www.sawtoothsoftware.com/Techabs.htm#dealing> .

Joel Huber, "What We Have Learned from 20 Years of Conjoint Research: When to Use Self-Explicated, Graded Pairs, Full Profiles or Choice Experiments," Sawtooth Software Proceedings, 1997: <http://www.sawtoothsoftware.com/download/techpap/whatlrnd.pdf>

Klaus Zwerina, Joel Huber and Warren Kuhfeld (1996) "A General Method for Constructing Efficient Choice Designs," At: <http://support.sas.com/techsup/technote/ts677/ts677d.pdf>

Ivo A. van der Lans, Dick Wittink, Joel Huber and Marco Vriens (1992), "Within- and Across-Attribute Constraints in ACA and Full Profile Conjoint Analysis," Available on: <http://www.sawtoothsoftware.com/download/techpap/acaconst.pdf>

Joel Huber (1987) Conjoint Analysis: How We Got here and Where We Are" Sawtooth Software Proceedings, available at. <http://www.sawtoothsoftware.com/download/techpap/howwegot.pdf>

- Joel Huber and David Hansen, "Testing the Impact of Dimensional Complexity and Affective Differences in Adaptive Conjoint Analysis," Advances in Consumer Research, 14, (1987) 159-163.
- Joel Huber, "The Effect of Set Composition on Item Choice, Separating Attraction, Edge Aversion, and Substitution Effects," Advances in Consumer Research, R. Bagozzie and A. Tybout (Eds.), 10, (1983), 298-304.
- Joel Huber and John M. McCann, "Product Portfolio Models," in Thomas H. Naylor (Ed.), Corporate Strategy, 8, Amsterdam: North Holland, (1982), 35-48.
- Joel Huber and Andrew L. Czajka, "Modeling Buy/No Buy Decisions: A Comparison of Two Methods," Andrew Mitchell (Ed.), Advances in Consumer Research, 9, 357-362.
- Joel Huber and Morris B. Holbrook, "The Use of Real Versus Artificial Stimuli in Research on Visual Esthetic Judgments," E.C. Hirschman and M.B. Holbrook, (Eds.), Symbolic Consumer Behavior, Association for Consumer Research, (1981), 60-68.
- Joel Huber and Terry Elrod, "Consumer Learning through Experience: A Study and Experimental Paradigm," Advances in Consumer Research, 8, Kent Monroe (Ed.), Association for Consumer Research (1980), 66-70.
- Joel Huber and David Sheluga, "The Effect of Pair Similarity on Dollarmetric Profile Comparisons," Advances in Consumer Research, 7, Jerry Olson (Ed.), Association for Consumer Research, 1979, 134-139.
- Morris B. Holbrook and Joel Huber, "The Determinants of Esthetic Value and Growth," Advances in Consumer Research, 7, Jerry Olson (Ed.), Association for Consumer Research, 1979, 121-126.
- Joel Huber and William Moore, "A Comparison of Alternative Ways to Aggregate Individual Conjoint Analyses," 1979 Educators' Conference Proceedings, American Marketing Association, 1979, 44, 64-68.
- Joel Huber and Robert P. Leone, "A Note on the Fishbein Attitude Model as an Expected Utility Model," Advances in Consumer Research, 6, William Wilkie (Ed.), Association for Consumer Research, 1979, 245-247.
- Joel Huber and Murphy A. Sewall, "Covariance Bias of Thurstone Case V Scaling as Applied to Consumer Preferences and Purchase Intentions," Advances in Consumer Research, 6, William Wilkie (Ed.), Association for Consumer Research, 1979, 578-581.

- Joel Huber and Albert Bemmaor, "Econometric Estimation of Halo Effects: Single vs. Simultaneous Equation Models," Keith Hunt, (Ed.), Advances in Consumer Research, V. 5, Association for Consumer Research, Chicago, Illinois, 1978, 477-480.
- Joel Huber and William James, "A Measure of Halo," Advances in Consumer Research, 5, Keith Hunt (Ed.), Association for Consumer Research, Chicago, IL., 1978, 468-473.
- Joel Huber and D.J. Reibstein, "The Relationship Between Attitude Measures and Choice Frequency," Attitude Research Plays for High Stakes, J.C. Malony and B. Silverman (Eds.), American Marketing Association, 1979, 148-164.
- Joel Huber "Local Smoothing: A Method of Controlling Error and Estimating Relationships in Consumer Research," Advances in Consumer Research, 4, W.D. Perrault (Ed.), American Marketing Association, 1977, 24-28.
- Joel Huber and William James, "The Marginal Value of Physical Attributes: A Dollarmetric Approach," Taking A Chance on Attitude Research, American Marketing Association, 1977, Chicago.
- Joel Huber "Ideal Point Models of Preference," Advances in Consumer Research, 3, Beverlee Anderson (Ed.), Association for Consumer Research, 1976, 138-142.
- Joel Huber "The Psychophysics of Taste: Perceptions of Bitterness and Sweetness in Iced Tea," In S. Ward and P. Wright (Eds.), Advances in Consumer Research, V. 1, Urban, Illinois, Association for Consumer Research, 1974, 166-181.

### **Invited Papers, Presentations, Monographs, Chapters in Books**

- Wesley A. Magat, W. Kip Viscusi and Joel Huber; Chapters in Informational Approaches to Regulation, MIT Press, 1992: Ch 3: "Risk Valuations and the Rationality of Consumer Behavior," Ch 5: "Consumer Responses to Risk Information," Ch 6: "Effects of Format of Labels on Consumer Response to Labels"
- Joel Huber, Dick Wittink, Richard Miller and Richard M. Johnson, "Learning Effects in Preference Tasks: Choice-based vs. Standard Conjoint," 1992 Sawtooth Software Conference Proceedings, Ketchum, ID: Sawtooth Software.
- Joel Huber, Dick Wittink, Peter Zandan and Richard M. Johnson, "An Experimental Study of Alternative Explanations for the 'Number of Levels Effect.'" 1992 Sawtooth Software Conference Proceedings, Ketchum, ID: Sawtooth Software.

- Joel Huber, Dick R. Wittink, John Fiedler and Richard L. Miller, "Comparing Derived Importance Weights Across Attributes," Second Annual Advanced Research Techniques Proceedings, American Marketing Association, 1992.
- Joel Huber "Comment on Finkbeiner and Lim: Including Interactions in Conjoint Models," 1991 Sawtooth Software Conference Proceedings, Ketchum, ID: Sawtooth Software, 299-302.
- Joel Huber, Dick Wittink, John Fiedler and Richard Miller, "An Empirical Comparison of ACA and Full Profile Judgments," 1991 Sawtooth Software Conference Proceedings, Ketchum, ID: Sawtooth Software, 189-202.
- Joel Huber "The Importance of Multinomial Logit Analysis of Individual Consumer Choices," Proceedings from the First Advanced Research Techniques Forum, Wm. D. Neal (ed) American Marketing Association, 1991, 130-142.
- Joel Huber and John Fiedler, "Comparing Mapping and Conjoint Analysis: The Political Landscape," 1988 Sawtooth Software Conference Proceedings, Ketchum, ID: Sawtooth Software, 165-180.
- Joel Huber "APM System for Adaptive Perceptual Mapping," Journal of Marketing Research, 25, (February 1988) 119-121.
- W. Kip Viscusi , Wesley A. Magat and Joel Huber; Chapters in Learning about Risk: Consumer and Worker Responses to Hazard Information, Harvard University Press: 1987, Ch 3: "The Design of the Consumer Information Study, " Ch 4: "The Effect of Risk Information on Precautionary Behavior," Ch5: "Risk-Dollar Tradeoffs, Risk Perceptions and Consumer Behavior."
- Joel Huber "Conjoint Analysis, How We Got There and Where We Are," 1987 Sawtooth Software Conference Proceedings, Ketchum, ID: Sawtooth Software, 237-253. Available on <http://www.sawtoothsoftware.com/download/techpap/howwegot.pdf>
- Joel Huber "The Benefits of Credit Property Insurance in the Wake of Hurricane Alicia," Consumer Credit Insurance Association Proceedings, Consumer Credit Insurance Association, Chicago, (1984), 39-44.
- Joel Huber "Multiple Criteria, Multiple Models, A Review of Multiple Criteria Decision Making, by Milan Zeleny," Journal of Mathematical Psychology, 27, (March 1983), 111-117.
- Joel Huber (ed.) "The Effect of Item Similarity on Choice Probabilities: A Collection of Working Papers from a Conference at Quail Roost," Joel Huber (Ed.), June, 1981.
- Joel Huber "Preference Trees in Marketing Gardens: A Comment on Tversky and Sattath," Greenwich, Connecticut: JAL Press, 1981, 233-241.

Joel Huber and Murph Sewall, "Market Structure from Indices of Competitive Substitutability." Presented at the Analytical Approaches to Product and Marketing Planning Conference, October 3, 1981. Nashville, Tennessee.

Joel Huber "If Credit Insurance Has So Many Friends, How Could It Have Enemies?" Presented at the 29th Annual Meeting of the Consumer Credit Insurance Association, Napa, California, June 25, 1980.

Joel Huber "Consumer Perception of Credit Insurance on Retail Purchases," Credit Research Center, Monograph #13, Purdue University, West Lafayette, Indiana, 1978.

### **Involvement in Ph.D. Program**

- 1977 William L. Moore, "A Comparison of the Predictive Power of Joint Space Models Which Have Been Constructed With Compositional Techniques."
- 1977 Dominique Hanssens, "An Empirical Study of Time-Series Analysis in Marketing Model Building."
- 1975 Joe Dodson, "An Empirical Examination of Buyer Behavior: Individual and Brand Analysis."
- 1975 Abel Jeuland, "Stochastic Choice and Purchase Timing Models: Application to French Panel Data."
- 1975 David Reibstein, "An Experimental Study of Brand Choice and Switching Behavior."
- 1980 Chair for William James: "The Impact of Market Position on the Effectiveness of Comparative Ads: A Laboratory Experiment."
- 1986 Co-chair for Christopher Puto: "The Framing of Industrial Decisions."
- 1990 Chair for David Hansen: "Presenting Summaries of Outcome Variability: The Role of Choice Processes in Format Effects"
- 1990 Roxanne Lefkoff-Hagius, "The Role of Characteristic, Beneficial, and Imagery Attributes in Similarity and Preference Judgments"
- 1992 Ajay Kalra, "An Expectations-Based Dynamic Model of Service Quality Assessments"
- 1995 Larry Garber, "The Role of Package Appearance in Choice"
- 1997 Chair for Klaus Zwerina "Discrete Choice Experiments in Marketing: Use of Priors in Efficient Choice Designs and Their Application to Individual Preference Measurement"
- 2003 Jacqueline Conard, "Twixt Cup and Lip: The Evolution of Product Evaluations"
- 2007 Katrien Wijnen, "Gone but not Forgotten: The Role of Unacceptable Options in Decision Making" Ghent University

### **Service to Duke and to the Marketing Field**

- 1992- present Steering Committee for the Choice Symposium
- 1995-2006 Associate editor *Journal of Consumer Research*

1998- 2002 Planning committee for the ART forum  
1998- present Advisory board for Sawtooth Software conferences  
2005 Co-chair (with John Payne) of the BDRM conference  
2002-2003 Chair PACOR (President's advisory committee on resources) at Duke  
2003-2006 Chair Irwin/ McGraw Hill Marketing Educator Award  
2005-2009 Informs representative to the Association for Consumer Research Advisory Board  
2006-2009 Editor, *Journal of Marketing Research*  
2010-2011 Guest Editor *Journal of Consumer Behavior* with John Payne, BDT special issue