

Evan Polman

Wisconsin School of Business, University of Wisconsin-Madison
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ACADEMIC APPOINTMENTS

- 2025- Professor, Marketing Department
Kuechenmeister-Bascom Professor in Business, 2021-
Wisconsin School of Business, University of Wisconsin-Madison
- 2019-25 Associate Professor, Marketing Department
Visiting Professor, Maastricht University, 2025
Wisconsin School of Business, University of Wisconsin-Madison
- 2013-19 Assistant Professor, Marketing Department
Cynthia and Jay Ihlenfeld Chair for Inspired Learning in Business, 2017-18
Wisconsin School of Business, University of Wisconsin-Madison
- 2010-13 Visiting Assistant Professor, Management and Organizations Department
Stern School of Business, New York University

EDUCATION

- 2010 PH.D., Organizational Behavior
Cornell University, Ithaca, NY
- 2008 M.S., Organizational Behavior
Cornell University, Ithaca, NY
- 2005 B.COM., Commerce
McMaster University, Hamilton, CANADA

SELECTED AWARDS

- 2024 **Erwin A. Gaumnitz Distinguished Faculty Award for Excellence in Service:** school-wide award selected by Wisconsin School of Business faculty; awarded to one professor per year.
- 2019 **Class of 1955 Teaching Excellence Award:** campus-wide “Distinguished Teaching Award” for faculty across all schools, departments, and ranks at University of Wisconsin-Madison.
- 2016 **Mabel W. Chipman Junior Faculty Award for Excellence in Teaching:** school-wide award selected by Wisconsin School of Business faculty; awarded to one junior professor per year.
- 2015 **Erwin A. Gaumnitz Junior Faculty Award for Excellence in Research:** school-wide award selected by Wisconsin School of Business faculty; awarded to one junior professor per year.
- 2010 **Nominee, William H. Newman Award:** nominated by the Managerial and Organizational Cognition Division in the Academy of Management for best paper based on a dissertation.
- 2009 **Hillel Einhorn New Investigator Award:** chosen by the Society for Judgment and Decision Making for outstanding work by a new researcher; awarded to one new researcher per year.

PUBLICATIONS

Mauricio Palmeira, and Evan Polman (2025)

Backup Plans: The Impact of Disclosure on Perceptions of Expert Competence

Management Science

Evan Polman (2025)

Do Happy People Shop More? A Replication-Extension Field Study on Spending

Marketing Letters

Ignazio Ziano, and Evan Polman (2025)

Prototypes of Workplace Harassment Victims

Personality and Social Psychology Bulletin

Evan Polman, and Sam J. Maglio (2024)

Nudges Increase Choosing but Decrease Consuming: Longitudinal Studies of the Decoy, Default, and Compromise Effects

Journal of Consumer Research

Evan Polman, Taly Reich, and Sam J. Maglio (2024)

Elasticity of Emotions to Multiple Interpersonal Transgressions

Emotion

Bowen Ruan, Evan Polman, and Robin J. Tanner (2024)

The One-Away Effect: The Pursuit of Mere Completion

Journal of Consumer Research

Todd B. Kashdan, Spencer H. Harrison, Evan Polman, and Ronit Kark (2023)

Curiosity in Organizations: Addressing Adverse Reactions, Trade-Offs, and Group Dynamics

Organizational Behavior and Human Decision Processes

Evan Polman, and Rusty A. Stough (2023)

Homo Indifferencus: Effects of Unavailable Options on Preference Construction

Journal of Behavioral Decision Making

Evan Polman, and Sam J. Maglio (2023)

Improving the Generalizability of Behavioral Science by Using Reality Checks: A Tool for Assessing Heterogeneity in Participants' Consumership of Study Stimuli

Perspectives on Psychological Science

Yuna Choe, Christina Kan, and Evan Polman (2023)

Divergent Effects of Budgeting for Gifts Versus Personal Purchases

Journal of Consumer Research

Evan Polman, Rachel L. Ruttan, and Joann Peck (2022)

Using Curiosity to Incentivize the Choice of "Should" Options

Organizational Behavior and Human Decision Processes

Evan Polman, and Rachel L. Ruttan (2022)

Making Utilitarian Choices but Giving Deontological Advice

Journal of Experimental Psychology: General

Lyn M. Van Swol, Evan Polman, Jihyun Paik, and Chen-Ting Chang (2022)

Effects of Gain/Loss Frames on Telling Lies of Omission and Commission

Cognition and Emotion

Evan Polman, and Sam J. Maglio (2022)

Effects of Maximizing on Choosing a Product and Using it Over 1 Month

Personality and Individual Differences

Evan Polman, and Zoe Y. Lu (2022)

Are People More Selfish After Giving Gifts?

Journal of Behavioral Decision Making

Evan Polman, Ignazio Ziano, Kaiyang Wu, and Anneleen Van Kerckhove (2022)

Consumers Believe That Products Work Better for Others

Journal of Consumer Research

Qingzhou Sun, Evan Polman, and Huanren Zhang (2021)

On Prospect Theory, Making Choices for Others, and the Affective Psychology of Risk

Journal of Experimental Social Psychology

Andong Cheng, Margaret G. Meloy, and Evan Polman (2021)

Picking Gifts for Picky People

Journal of Retailing

Evan Polman, Lyn M. Van Swol, and Paul R. Hoban (2020)

Harbingers of Foul Play: A Field Study of Gain/Loss Frames and Regulatory Fit in the NFL

Judgment and Decision Making

Evan Polman, and Kaiyang Wu (2020)

Decision Making for Others Involving Risk: A Review and Meta-Analysis

Journal of Economic Psychology

Sam J. Maglio, Odelia Wong, Cristina D. Rabaglia, Evan Polman, Taly Reich, Julie Y. Huang, Hal E. Hershfield, and Sean P. Lane (2020)

Perceptions of Collaborations: How Many Cooks Seem to Spoil the Broth?

Social Psychological and Personality Science

Yi Liu, Evan Polman, Yongfang Liu, and Jiangli Jiao (2018)

Choosing for Others and its Relation to Information Search

Organizational Behavior and Human Decision Processes

Evan Polman, Daniel A. Effron, and Meredith R. Thomas (2018)

Other People's Money: Money's Perceived Purchasing Power Is Smaller for Others

Journal of Consumer Research

Evan Polman, and Sam J. Maglio (2017)

Mere Gifting: Liking a Gift More Because It Is Shared

Personality and Social Psychology Bulletin

Sam J. Maglio, and Evan Polman (2016)

Revising Probability Estimates: Why Increasing Likelihood Means Increasing Impact

Journal of Personality and Social Psychology

Ni Huang, Gordon Burtch, Yili Hong, and Evan Polman (2016)

Effects of Multiple Psychological Distances on Construal and Consumer Evaluation: A Field Study of Online Reviews

Journal of Consumer Psychology

Evan Polman, and Kathleen D. Vohs (2016)

Decision Fatigue, Choosing for Others, and Self-Construal

Social Psychological and Personality Science

Michele Williams, and Evan Polman (2015)

Is It Me or Her? How Gender Composition Evokes Interpersonally Sensitive Behavior on Collaborative Cross-Boundary Projects

Organization Science

Sam J. Maglio, and Evan Polman (2014)

Spatial Orientation Shrinks and Expands Psychological Distance

Psychological Science

Evan Polman, and Sharon H. Kim (2013)

Effects of Anger, Disgust, and Sadness on Sharing with Others

Personality and Social Psychology Bulletin

Evan Polman, Nathan C. Pettit, and Batia M. Wiesenfeld (2013)

Effects of Wrongdoer Status on Moral Licensing

Journal of Experimental Social Psychology

Evan Polman, Monique M. H. Pollmann, and T. Andrew Poehlman (2013)

The Name-Letter-Effect in Groups: Sharing Initials with Group Members Increases the Quality of Group Work

PLOS One

Evan Polman (2012)

Self-Other Decision Making and Loss Aversion

Organizational Behavior and Human Decision Processes

Evan Polman, and J. Edward Russo (2012)

Commitment to a Developing Preference and Predecisional Distortion of Information

Organizational Behavior and Human Decision Processes

Evan Polman (2012)

Effects of Self-Other Decision Making on Regulatory Focus and Choice Overload

Journal of Personality and Social Psychology

Evan Polman, and Rachel L. Ruttan (2012)
Effects of Anger, Guilt, and Envy on Moral Hypocrisy
Personality and Social Psychology Bulletin

Angela K.-y. Leung, Suntae Kim, Evan Polman, Lay S. Ong, Lin Qiu, Jack A. Goncalo, and Jeffrey Sanchez-Burks (2012)
Embodied Metaphors and Creative ‘Acts’
Psychological Science

Evan Polman, and Kyle J. Emich (2011)
Decisions for Others are More Creative than Decisions for the Self
Personality and Social Psychology Bulletin

Evan Polman (2011)
When More Pain is Preferred to Less: The Effect of Anger in Decision Making
Social Cognition

Jack A. Goncalo, Evan Polman, and Christina Maslach (2010)
Can Confidence Come Too Soon? Collective Efficacy, Conflict and Group Performance over Time
Organizational Behavior and Human Decision Processes

Evan Polman (2010)
Why are Maximizers Less Happy than Satisficers?
Journal of Behavioral Decision Making

Evan Polman (2010)
Information Distortion in Self-Other Decision Making
Journal of Experimental Social Psychology

PAPERS UNDER REVISION

Intuition and Distortion (with Luise Rademacher, Anika Schumacher, and Caroline Goukens)
Reject & Resubmit at Journal of Personality and Social Psychology

BOOK CHAPTERS

Jessica Vredenburg, Simon J. Bell, and Evan Polman (2023)
Employee-to-Customer Improvisation
The Future of Consumption, eds. K. Bäckström, C. Egan-Wyer, and E. Samsioe

Lyn M. Van Swol, Evan Polman, and Hangsan Paul Ahn (2019)
Deterring Deception: Approaches to Maximize Ethical Behavior in Social Interactions
The Palgrave Handbook of Deceptive Communication, ed. T. Docan-Morgan

Lynne C. Vincent, and Evan Polman (2016)
When Being Creative Frees Us to be Bad
Cheating, Corruption, and Concealment: Roots of Dishonesty, eds. J. van Prooijen and P. van Lange

OTHER PUBLICATIONS

Evan Polman, and Sam J. Maglio (2024)
The Problem With Behavioral Nudges
Wall Street Journal

Evan Polman, and Sam J. Maglio (2024)
Will Your Nudge Have a Lasting Impact?
Harvard Business Review

Evan Polman (2022)
Why Today's Gift Giver May Hurt You Tomorrow
Wall Street Journal

Evan Polman (2021)
That Product Will Work Well for You. But for Me? Not So Much
Wall Street Journal

Evan Polman (2018)
Why It's Easier to Make Decisions for Someone Else
Harvard Business Review

Suntae Kim, Evan Polman, and Jeffrey Sanchez-Burks (2012)
When Truisms Are True
New York Times

PROFESSIONAL SERVICE

Associate Editor
Organizational Behavior and Human Decision Processes (2021 – 2024)

Special Issue Editor
"Curiosity in Organizations and at Work," *Organizational Behavior and Human Decision Processes*

Editorial Board Memberships
Journal of Consumer Psychology (2026 – present)
Journal of Experimental Social Psychology (2025 – present)
Journal of Consumer Research (2025 – present)
Personality and Social Psychology Bulletin (2024 – present)
Marketing Letters (2023 – present)
Organizational Behavior and Human Decision Processes (2020 – present)
Journal of Behavioral Decision Making (2014 – present)

Journal Reviewing
Academy of Management Discoveries; Acta Psychologica; American Economic Review: Insights; Applied Economics Letters; Basic and Applied Social Psychology; BMC Psychology; British Journal of Psychology; British Journal of Social Psychology; Cognition and Emotion; Cognitive Processing; Collabra: Psychology; Communications Psychology; Comprehensive Results in Social Psychology;

Computers in Human Behavior; Computers in Human Behavior: Artificial Humans; Current Psychology; Decision Analysis; Emotion; European Journal of Marketing; European Journal of Social Psychology; Finance Research Letters; Imagination, Cognition and Personality; International Journal for Educational and Vocational Guidance; International Journal of Human Resource Management; International Journal of Psychology; International Journal of Public Administration; International Journal of Research in Marketing; Journal of Applied Social Psychology; Journal of Behavioral and Experimental Economics; Journal of Behavioral and Experimental Finance; Journal of Behavioral Decision Making; Journal of Business Ethics; Journal of Business Research; Journal of Consumer Affairs; Journal of Consumer Behaviour; Journal of Consumer Psychology; Journal of Consumer Research; Journal of Economic Behavior & Organization; Journal of Economic Psychology; Journal of Economic Surveys; Journal of Experimental Psychology: Applied; Journal of Experimental Psychology: General; Journal of Experimental Psychology: Learning, Memory, and Cognition; Journal of Experimental Social Psychology; Journal of Happiness Studies; Journal of Managerial Psychology; Journal of Marketing; Journal of Marketing Research; Journal of Neuroscience, Psychology, and Economics; Journal of Organizational Behavior; Journal of Service Research; Journal of Social Psychology; Journal of Personality; Journal of Personality and Social Psychology; Journal of Retailing; Journal of Retailing and Consumer Services; Journal of the Association for Consumer Research; Journal of the Association for Information Systems; Judgment and Decision Making; Management Science; Managerial and Decision Economics; Marketing Letters; Memory & Cognition; Motivation and Emotion; Nature Human Behaviour; New Ideas in Psychology; Organization Science; Organizational Behavior and Human Decision Processes; Personality and Individual Differences; Personality and Social Psychology Bulletin; PLOS One; Political Psychology; Proceedings of the National Academy of Sciences; Psychological Reports; Quarterly Journal of Experimental Psychology; Review of Behavioral Economics; Royal Society Open Science; Scientific Reports; Social and Personality Psychology Compass; Social Behavior and Personality; Social Cognition; Social Psychological and Personality Science; Social Psychology; Technology in Society; Thinking & Reasoning

Other Reviewing (e.g., conferences / awards / grants)

Academy of Management; American Marketing Association; Association for Consumer Research; Clayton Doctoral Dissertation Proposal Competition; Handbook of Consumer Psychology; La Londe Conference; National Science Foundation; Social Sciences and Humanities Research Council of Canada; Society for Consumer Psychology; Society for Consumer Psychology Dissertation Proposal Competition; United States-Israel Binational Science Foundation

Conference Associate Editor

Association for Consumer Research (2024, 2025)

Conference Program Committees

Society for Consumer Psychology (2017, 2018, 2020, 2021)

Association for Consumer Research (2016)

INVITED TALKS

Vanderbilt University - Owen Graduate School of Management - Marketing Camp (2026)

Queen's University - Smith School of Business (2025)

Ghent University - Faculty of Economics and Business Administration (2025)

Maastricht University - School of Business and Economics (2025)

Duke University - Fuqua School of Business (2025)

Grenoble Ecole de Management (2022)

University of Miami - Miami Herbert Business School (2022)

Hong Kong Polytechnic University - Faculty of Business (2021)
University of Pittsburgh - Katz Graduate School of Business (2020)
UW Now (2020)
The "Wisconsin Idea" Course (2019)
UW Libraries Teaching & Learning Retreat (2017)
UW Teaching and Learning Symposium (2017)
Wisconsin Union Distinguished Lecture Series (2016)
University of Wisconsin-Madison - Department of Communication Arts (2015)
University of Wisconsin-Madison - Department of Psychology (2014)
University of Calgary - Haskayne School of Business (2012)
University of Toronto - Rotman School of Management (2012)
Duke University - Fuqua School of Business (2012)
University of Wisconsin-Madison - Wisconsin School of Business (2012)
Columbia University - Columbia Business School (2012)
London Business School (2012)
New York University - Department of Psychology (2011)
Temple University - Fox School of Business (2011)
Stanford University - Graduate School of Business (2010)
Case Western Reserve University - Weatherhead School of Management (2010)

COURSES TAUGHT

Undergraduate Courses

"Social Creative Marketing" (University of Wisconsin-Madison; Fall 2023 – present)
"Marketing Communications" (University of Wisconsin-Madison; Fall 2022)
"Marketing Strategy" (University of Wisconsin-Madison; Fall 2013 – Fall 2021)
"Management and Organizations" (New York University; Spring 2011, Fall 2011)

Graduate (MBA) Courses

"Social Creative Marketing" (University of Wisconsin-Madison; Fall 2023 – present)
"Marketing Communications" (University of Wisconsin-Madison; Fall 2022)
"Marketing Strategy" (University of Wisconsin-Madison; Spring 2014, Spring 2015)
"Leadership in Organizations" (New York University; Fall 2012, Spring 2013)

Doctoral (PhD) Courses

"Seminar in Consumer Behavior" (University of Wisconsin-Madison; Fall 2017)

Awarded the Class of 1955 Teaching Excellence Award in 2019: campus-wide "Distinguished Teaching Award" for faculty across all schools, depts, and ranks at the University of Wisconsin-Madison.

Awarded the Mabel W. Chipman Teaching Award in 2016: school-wide award for excellence in teaching, presented annually to one junior professor at the Wisconsin School of Business.

UNIVERSITY SERVICE

Department / University Roles

Subcommittee (promotion and tenure), Wisconsin School of Business (2025 – present)
Distinguished Teaching Awards Committee, Office of the Secretary of the Faculty (2024 – present)
Undergraduate Educational Innovation Committee, Marketing Department (2020 – present)

Scholarship Committee, Marketing Department; Member (2013 – 2016), Chair (2016 – present)
Peer-to-Peer Learning Group on AI, Wisconsin School of Business (2025)
PhD Committee, Marketing Department; Member (2022 – 2023), Chair (2023 – 2025)
Faculty/Staff Search Committees; Member (2014, 2017-2020, 2023, 2024), Chair (2019, 2021, 2022)
Faculty Senate (2017 – 2023)
Faculty Advisor, Undergraduate Honorary Marketing Society – *Mu Kappa Tau* (2013 – 2023)
Academic Planning Council, Wisconsin School of Business (2023)
Vice Chancellor Search Committee, Office of the Chancellor (2023)
Undergraduate Curriculum Committee, Wisconsin School of Business (2021 – 2023)
University General Education Working Group, Office of the Provost (2022)
Faculty Representative, Mittelstaedt Doctoral Symposium (2019)
Faculty Representative, Haring Symposium for Doctoral Research in Marketing (2016)

Other Roles and Affiliations

Affiliate, Center for Communication Research, College of Letters & Science (2025 – present)
Fellow, Society of Experimental Social Psychology (2022 – present)
Fellow, UW Teaching Academy (2018 – present)
Affiliate, Center for Financial Security, School of Human Ecology (2018 – present)

Master's and Doctoral Students Advised

Wendy Jiang (Ph.D., marketing), chair
Tanishka Jain (Ph.D., marketing), chair
Suyeon Jung (Ph.D., marketing), committee member (graduated in 2025)
Wonsuk Jung (Ph.D., marketing), committee member (graduated in 2024)
Yiling Zhang (Ph.D., consumer science), committee member (graduated in 2024)
Estelle Ranran Mi (Ph.D., mass communications), committee member (graduated in 2022)
Kaiyang Wu (Ph.D., marketing), letter writer (graduated in 2022)
Yuna Choe (Ph.D., marketing), letter writer (graduated in 2021)
Zoe Y. Lu (Ph.D., marketing), committee member (graduated in 2020)
Rusty Stough (Ph.D., marketing), letter writer (graduated in 2020)
Jihyun Esther Paik (Ph.D., communication arts), committee member (graduated in 2020)
Bowen Ruan (Ph.D., marketing), committee member (graduated in 2019)
Meredith R. Thomas (Ph.D., marketing), letter writer (graduated in 2018)
Miranda R. Kolb (Ph.D., communication arts), committee member (graduated in 2018)
Jonathan D'Angelo (Ph.D., communication arts), committee member (graduated in 2017)
Xiaoming Ma (Ph.D., psychology), committee member (graduated in 2017)
Andrea Webb Luangrath (Ph.D., marketing), committee member (graduated in 2016)
Charis Li (M.S., consumer science), committee member (graduated in 2014)

Undergraduate and Graduate Student Independent Studies Advised

Hillary Chang (Spring 2016); Jessalyn Barker (Spring 2015); Daven Hines (Spring 2015); Lucas Mueller (Fall 2014); Angela Davis (Spring 2014); Matthew Juskiewicz (Spring 2014)

SELECTED MEDIA MENTIONS

CNN – "Skip the grocery store flowers wrapped in plastic" (February 8, 2026)
Wall Street Journal – "Sleep monitors and poop tests" (December 21, 2025)
Wall Street Journal – "The micropolitics of family gift giving" (December 17, 2024)

Washington Post – "12 do's and don'ts for becoming a better gift-giver" (December 12, 2024)
The Guardian – "The problem with the nudge effect" (May 27, 2024)
TED – "How to make smart decisions more easily" (November 30, 2023)
Fast Company – "3 small changes you can make to improve your workday" (January 18, 2022)
Washington Post – "Gift giving: Is it really the thought that counts?" (December 13, 2021)
Wall Street Journal – "Anger management for an angry time" (June 30, 2020)
New York Times – "Wait a minute. How can they afford that when I can't?" (Nov 6, 2019)
Wall Street Journal – "You got them exactly the wrong thing, didn't you?" (December 22, 2018)
Quartz – "An easy way to make more ambitious decisions" (November 14, 2018)
Forbes – "Want to connect with your audience? Use these 5 tips to stand out" (July 24, 2018)
BBC – "The downside of limitless career options" (June 26, 2017)
PBS – "Why making decisions for someone else just feels right" (October 22, 2016)
Huffington Post – "The interesting way curiosity can improve your health" (August 24, 2016)
Boston Globe – "Curiosity may have killed the cat, but it can help us" (August 22, 2016)
Toronto Star – "Can curiosity help us make healthier choices?" (August 15, 2016)
New York Magazine – "One way to trick people into buying healthier food" (August 5, 2016)
Psychology Today – "Curiosity: The good, the bad, and the double-edged sword" (August 4, 2016)
Fast Company – "People are really bad at probability" (June 27, 2016)
Pacific Standard – "How changing predictions affect our decision-making" (June 27, 2016)
New York Magazine – "Study on decision-making gives you a great excuse to be bossy" (May 31, 2016)
Fast Company – "Why we are better at making decisions for other people" (May 27, 2016)
Consumer Reports – "Why cash is always a good gift" (December 20, 2015)
New York Times – "Think you found the perfect gift? Think again" (December 23, 2014)
Time – "Your brain has no idea where it's going" (April 14, 2014)
Pacific Standard – "You feel closer to your destination even when you're not" (April 11, 2014)
Men's Health – "Unorthodox – but proven – ways to boost productivity" (December 4, 2013)
Psychology Today – "It's (sometimes) good to be the king" (May 27, 2013)
Huffington Post – "Think of others if you want bigger, better ideas" (April 6, 2013)
Huffington Post – "5 big discoveries about personal effectiveness in 2012" (February 26, 2013)
Psychology Today – "Your initial choices often get stronger" (July 24, 2012)
Harvard Business Review – "Creativity lessons from Charles Dickens and Steve Jobs" (March, 2012)
NPR – "Thinking outside the box, with our bodies and our brains" (March 1, 2012)
Wall Street Journal – "Thinking outside the box - Literally" (January 25, 2012)
Huffington Post – "Thinking out of the box" (October 27, 2011)
Psychology Today – "Field guide to the maximizer" (September/October, 2011)
Scientific American Mind – "Can I help you?" (July/August, 2011)
Daily Telegraph – "Employees are more creative when solving other people's problems" (May 22, 2011)
Huffington Post – "A simple trick to boost your creativity" (April 16, 2011)
Wall Street Journal – "Getting out of your head" (March 5, 2011)
BNET – "Be less self-centered to be more creative, study says" (March 5, 2011)
Fast Company – "We are more creative when we help others" (March 3, 2011)
Big Think – "Pretend & be more creative?" (March 1, 2011)
Boston Globe – "Creative distance" (February 27, 2011)

CONFERENCE PRESENTATIONS

Luise Rademacher, Anika Schumacher, Caroline Goukens, and Evan Polman (2024)
Individual Differences in Faith in Intuition Are Associated With Pre-Decisional Distortion
 Association for Consumer Research, Paris, FR

Luise Rademacher, Anika Schumacher, Caroline Goukens, and Evan Polman (2023)
Individual Differences in Faith in Intuition Are Associated With Pre-Decisional Distortion
European Association for Consumer Research, Amsterdam, NL

Mauricio Palmeira, and Evan Polman (2022)
Backup Plans: The Impact of Timing of Disclosure on Perceptions of Competence
Association for Consumer Research, Denver, CO

Yuna Choe, Christina Kan, and Evan Polman (2021)
Divergent Effects of Budgeting for Gift- and Personal-Purchases
Association for Consumer Research, Virtual

Yuna Choe, Christina Kan, and Evan Polman (2021)
Divergent Effects of Budgeting for Gift- and Personal-Purchases
Society for Consumer Psychology, Virtual

Kaiyang Wu, and Evan Polman (2020)
Self-Other Differences in the Perceived Efficacy of Self-Enhancement Products
Association for Consumer Research, Virtual + Paris, FR

Evan Polman, and Kaiyang Wu (2019)
Decision Making for Others Involving Risk: A Review and Meta-Analysis
Association for Consumer Research, Atlanta, GA

Lalin Anik, and Evan Polman (2019)
Interpersonal Decision Making and Consumption: Developing Ideas and Fostering Collaborations
Association for Consumer Research, Atlanta, GA

Evan Polman, and Zoe Y. Lu (2019)
The Dark Side of Gifts: When the Social Glue of Gifts Creates a Sticky Situation
La Londe Conference, La Londe-les-Maures, FR

Lyn M. Van Swol, Jihyun Esther Paik, and Evan Polman (2018)
The Effects of Frames on Communicating Deception
National Communication Association, Salt Lake City, UT

Evan Polman, and Sam Maglio (2018)
Distance
Association for Consumer Research, Dallas, TX

Bowen Ruan, Evan Polman, and Robin J. Tanner (2018)
The Pursuit of Mere Completion: When Motivation Occurs Despite Rewards
Association for Consumer Research, Dallas, TX

Evan Polman, and Kaiyang Wu (2018)
Deconstructing DMfO: A Meta-Analysis of Risky Self-Other Decision Making
Meeting Workshop on Decision Making for Others (DMfO18), Nijmegen, NL

Jessica Vredenburg, Simon J. Bell, and Evan Polman (2018)
Coping with Customer Participation through Improvisation
La Londe Conference, La Londe-les-Maures, FR

Jessica Vredenburg, Simon J. Bell, and Evan Polman (2018)
Coping with Customer Participation through Improvisation
American Marketing Association SERVSIG Conference, Paris, FR

Evan Polman, Daniel A. Effron, and Meredith R. Thomas (2018)
Perceived Purchasing Power of Other People's Money
Society for Consumer Psychology, Dallas, TX

Bowen Ruan, Evan Polman, and Robin J. Tanner (2018)
The Pursuit of Mere Completion: When Motivation Occurs Despite Rewards
Society for Consumer Psychology, Dallas, TX

Kaiyang Wu, and Evan Polman (2018)
The Vicarious Shopping Momentum Effect
Society for Consumer Psychology, Dallas, TX

Evan Polman, and Sam J. Maglio (2017)
Consuming an Option Less Because it was Nudged: A 9-Month Longitudinal Field Study of the Compromise Effect
Society for Judgment and Decision Making, Vancouver, BC

Evan Polman (2017)
People Make More Informed Choices for Others
Association for Consumer Research, San Diego, CA

Evan Polman, Rachel L. Ruttan, and Joann Peck (2017)
Curiosity and Want/Should Conflicts
Association for Consumer Research, San Diego, CA

Sam J. Maglio, Evan Polman, and Alex Kaju (2017)
The Double-Edged Sword of Social Closeness in Gift Giving
Association for Consumer Research, San Diego, CA

Bowen Ruan, Evan Polman, and Robin J. Tanner (2017)
The Pursuit of Mere Completion: When Motivation Occurs Despite Rewards
Society for Consumer Psychology Boutique Conference on Motivation, Emotion, and Product Value, New York, NY

Alex Kaju, Sam J. Maglio, and Evan Polman (2017)
Stranger Today, Friend Tomorrow: Social Momentum as Reflected in Gifting
Association for Psychological Science, Boston, MA

Andong Cheng, Meg G. Meloy, and Evan Polman (2017)
Giving Gifts to Picky People – When and Why Gift Givers Won't Try to Satisfy
Society for Consumer Psychology, San Francisco, CA

Evan Polman, Rachel L. Ruttan, and Joann Peck (2016)
Using Curiosity to Increase the Choice of 'Should' Options
Society for Consumer Psychology Summer Conference at American Psychological Association,
Denver, CO

Evan Polman, and Sam J. Maglio (2016)
Better Gifting Through Companionizing: Shaping a Shared Identity with Gift-Recipients
Society for Consumer Psychology Boutique Conference on Identity and Consumption, Chicago, IL

Sam J. Maglio, and Evan Polman (2016)
Revising Risk Estimates
Behavioral Decision Research in Management (BDRM), Toronto, ON

Ni Huang, Gordon Burtch, Yili Hong, and Evan Polman (2016)
Effects of Multiple Psychological Distances on Construal Level
Association for Psychological Science, Chicago, IL

Kathleen D. Vohs, and Evan Polman (2016)
Decision Fatigue is Lessened When People Choose for Others: A New Twist that Depends on Self-Construal
Society for the Study of Motivation, Chicago, IL

Evan Polman, and Sam J. Maglio (2016)
Better Gifting Through 'Companionizing': How to Improve Gifts and Create Stronger Bonds with Gift-Recipients
Society for Consumer Psychology, St. Pete Beach, FL

Rusty Stough, and Evan Polman (2016)
Choosing an Inferior Alternative: The Case of Disappearing 'Inherited Options'
Society for Consumer Psychology, St. Pete Beach, FL

Bowen Ruan, and Evan Polman (2016)
Need for Completion
Society for Consumer Psychology, St. Pete Beach, FL

Rachel L. Ruttan, Evan Polman, and Joann Peck (2016)
Using Curiosity to Increase the Choice of 'Should' Options
Judgment and Decision Making Pre-Conference at Society for Personality and Social Psychology,
San Diego, CA

Evan Polman, and Sam J. Maglio (2015)
Ensouling Gifts with Closeness
Association for Consumer Research, New Orleans, LA

Sam J. Maglio, and Evan Polman (2015)
Probability Revisions, Psychological Closeness, and Environmental Action
American Psychological Association, Toronto, ON

Sam J. Maglio, and Evan Polman (2015)
Revising Probability Estimates
Association for Psychological Science, New York, NY

Sam J. Maglio, and Evan Polman (2015)
Revising Probability Estimates
BBCRST (Binghamton-Buffalo-Cornell-Rochester-Syracuse-Toronto) Conference, Ithaca, NY

Evan Polman, Andong Cheng, and Meg G. Meloy (2015)
Choosing Gifts for Picky People: Strategies and Outcomes
Society for Personality and Social Psychology, Long Beach, CA

Sam J. Maglio, and Evan Polman (2015)
Spatial Orientation Shrinks and Expands Psychological Distance
Mental Simulation Pre-Conference at Society for Personality and Social Psychology, Long Beach, CA

Evan Polman, and Kathleen D. Vohs (2014)
When Choosing for Others is More Fun (and Less Depleting) than Choosing for the Self
Association for Consumer Research, Baltimore, MD

Sam J. Maglio, and Evan Polman (2014)
Making Choices En Route: How Orientation Through Space Changes Subjective Closeness
Association for Consumer Research, Baltimore, MD

Andong Cheng, Meg G. Meloy, and Evan Polman (2014)
Choosing Gifts for Picky People: Where is the Fun in That?
Association for Consumer Research, Baltimore, MD

Evan Polman, Uzma Khan, and Daniel A. Effron (2014)
Perverse Effects of Virtue on Moral Hypocrisy: When People License Their Own Misdeeds yet Condemn Others' Misdeeds
International Society for Justice Research, New York, NY

Evan Polman (2013)
Choosing for Others Is More Fun (and Less Depleting) Than Choosing for the Self
Society for Consumer Psychology, San Antonio, TX

Evan Polman, and Sharon H. Kim (2012)
Effects of Anger, Disgust, and Sadness in Social Dilemmas
Academy of Management, Boston, MA

Evan Polman, and Batia M. Wiesenfeld (2012)
Effects of Wrongdoer Status on Moral Licensing
Academy of Management, Boston, MA

Brian Rubineau, and Evan Polman (2012)
Social Capital, Personality, and Agency
Academy of Management, Boston, MA

Brian Rubineau, and Evan Polman (2012)
Social Capital, Personality, and Agency
American Sociological Association, Denver, CO

Evan Polman, and Uzma Khan (2012)
Perverse Effects of Moral Self-Concept on Moral Hypocrisy
Society for Personality and Social Psychology, San Diego, CA

Evan Polman, and Sean R. Martin (2012)
Embodying ‘Drunk With Power’: Do People Who Experience Power Fail a Field Sobriety Test?
Society for Personality and Social Psychology, San Diego, CA

Evan Polman, and Rachel L. Ruttan (2011)
Effects of Anger, Guilt, and Envy on Moral Judgment
Society for Judgment and Decision Making, Seattle, WA

Evan Polman, and Uzma Khan (2011)
Interpersonal Implications of Self-Licensing
Association for Consumer Research, St. Louis, MO

Brian Rubineau, and Evan Polman (2011)
Loving Those Who Love Themselves: Narcissism and Changes in Network Centrality
American Sociological Association, Las Vegas, NV

Angela, K.-y. Leung, Suntae Kim, Jeffrey Sanchez-Burks, Jack A. Goncalo, Lay S. Ong, Lin Qiu, and Evan Polman (2011)
Physically (and Psychologically) Enacting Metaphors for Creativity Promotes Creative Performance
Association for Psychological Science, Washington, DC

Evan Polman, and Kyle J. Emich (2011)
Decisions for Others Are More Creative Than Decisions for the Self
Society for Personality and Social Psychology, San Antonio, TX

Evan Polman, and Kyle J. Emich (2010)
Decisions for Others Are More Creative Than Decisions for the Self
Society for Judgment and Decision Making, St. Louis, MO

Evan Polman (2010)
Differences Between Making Decisions for the Self versus for Others
Academy of Management, Montreal, QC
— *Nominated for the William H. Newman Award*

Evan Polman, and Kyle J. Emich (2010)
Decisions for Others Are More Creative Than Decisions for the Self
Academy of Management, Montreal, QC

Evan Polman (2010)
Information Distortion in Self-Other Decision Making
Society for Personality and Social Psychology, Las Vegas, NV

Evan Polman (2009)
Differences in Making Choices for the Self versus for Others
Einhorn Award Presentation at the Society for Judgment and Decision Making, Boston, MA
— *Winner of the Hillel Einhorn New Investigator Award*

Evan Polman (2009)
Information Distortion in Self-Other Decision Making
Society for Judgment and Decision Making, Boston, MA

Evan Polman (2009)
Why are Maximizers Less Happy than Satisficers? Because they Maximize Success and Failure
Academy of Management, Chicago, IL

Michele Williams, and Evan Polman (2009)
When Colleagues Fear to Tread: How Gender Composition Influences Interpersonally Sensitive Behavior
Academy of Management, Chicago, IL

Evan Polman (2009)
When Pain is Preferred to Pleasure: Differential Effects of Happiness and Anger on Self-Reward and Self-Punishment
Society for Personality and Social Psychology, Tampa, FL

Evan Polman (2009)
Why are Maximizers Less Happy than Satisficers? Because they Maximize Success and Failure
Judgment and Decision Making Pre-Conference at Society for Personality and Social Psychology, Tampa, FL
— *Recipient of a Society for Personality and Social Psychology Travel Award*

Jack A. Goncalo, and Evan Polman (2008)
Testing an Evolutionary Theory of Idea Selection in Groups
Academy of Management, Anaheim, CA

Evan Polman (2008)
The Good, Bad, and Ugly Effects of Exerting Effort
Society for Personality and Social Psychology, Albuquerque, NM

Evan Polman (2008)

Differences Between Making Decisions for the Self versus for Another

Judgment and Decision Making Pre-Conference at Society for Personality and Social Psychology,
Albuquerque, NM

— *Recipient of a Society for Personality and Social Psychology Travel Award*

Jack A. Goncalo, and Evan Polman (2007)

Confidence Comes Too Soon: Collective Efficacy, Conflict and Group Performance over Time

Academy of Management, Philadelphia, PA

— *Winner of the Best Paper Award*