

Katie S. Mehr

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Employment

Alberta School of Business, University of Alberta
Assistant Professor of Marketing

July 2023 - Present

Education

The Wharton School, University of Pennsylvania

2018 - 2023

Ph.D. in Operations, Information, and Decisions – Decision Processes

Dissertation Title: How Does Rating Specific Features of an Experience Alter Consumers' Overall Evaluation of That Experience?

Dissertation Committee: Joseph Simmons (advisor), Alice Moon, Deborah Small

Rutgers University, The State University of New Jersey, New Brunswick Campus

2014 - 2018

B.S. *summa cum laude* with Highest Honors in Economics, Minors in Mathematics and Statistics

Publications, Manuscripts in the Review Process, and Working Papers

(* indicates shared first authorship, + indicates graduate student)

Mehr, Katie S. and Joseph P. Simmons (2024), "How Does Rating Specific Features of an Experience Alter Consumers' Overall Evaluation of That Experience?" *Journal of Consumer Research*, 51(4), 739-760.

Select press coverage: The Wall Street Journal ([link](#)), University of Alberta Folio ([link](#)), CBC Radioactive ([link](#))

Mehr, Katie S., Amanda E. Geiser, Katherine L. Milkman, and Angela L. Duckworth (2020), "Copy Paste Prompts: A New Nudge to Promote Goal Achievement," *Journal of the Association for Consumer Research*, 5(3), 329-334.

Mehr, Katie S., Jackie Silverman, Marissa A. Sharif, Alixandra Barasch, and Katherine L. Milkman, "The Motivating Power of Streaks: Increasing Persistence Is as Easy as 1, 2, 3," forthcoming at *Organizational Behavior and Human Decision Processes*.

Park, Alexander B.*, **Katie S. Mehr***, and Amirreza Faghihinia⁺, "When Do New Ratings Hurt (or Help) Product Evaluations?" under review.

Mehr, Katie S. and Joshua Lewis, “Are They Representative? Disagreement, Volume, and Credibility Perceptions of Product Ratings,” working paper.

Selected Research in Progress

Mehr, Katie S., Katherine L. Milkman, and Angela L. Duckworth, “Do Streaks Motivate Achievement?: A Field Experiment.”

Mehr, Katie S. and Joseph P. Simmons, “When and Why Do Consumers Provide Product Ratings?”

Faghihinia, Amirreza⁺, **Katie S. Mehr**, and Alexander B. Park, “How Do Business Characteristics Affect Likelihood to Review?”

Mehr, Katie S., Alice Moon, and Eric VanEpps, “We Only Get What We Give: The Effect Of Contingent Donation Promotions.”

Mehr, Katie S. and Matt Meister, “The Influence of Loss Aversion on Peoples’ Use of Peer vs. Expert Ratings.”

Conference Presentations

(includes only presentations that I delivered)

How Does Rating Specific Features of an Experience Alter Consumers’ Overall Evaluation of That Experience?

- Southern Ontario Behavioural Decision Research Conference, Toronto, Canada, 2024.
- Association for Consumer Research, Seattle, WA, 2023.
- Society for Personality and Social Psychology, Judgment and Decision Making preconference, Virtual, 2022. (flash talk)
- Society for Judgment and Decision Making, Virtual, 2021.
- Society for Judgment and Decision Making, Virtual, 2020. (poster)

Copy Paste Prompts: A New Nudge to Promote Goal Achievement.

- Society for Judgment and Decision Making, Montreal, Canada, 2019. (flash talk)

The Motivating Power of Streaks: Increasing Persistence Is as Easy As 1, 2, 3.

- Society for Judgment and Decision Making, Virtual, 2020.
- Association for Consumer Research, Virtual, 2020.
- Society for Consumer Psychology, Huntington Beach, CA, 2020.
- Society for Judgment and Decision Making, Montreal, Canada, 2019. (poster)

Are They Representative? Disagreement, Volume, and Credibility Perceptions of Product Ratings.

- Behavioral Decision Research in Management Conference, Chicago, IL, 2024.
- Association for Consumer Research, Virtual, 2021.

Invited Talks

University of Alberta, Alberta School of Business (2022)
University of California, Berkeley, Haas School of Business (2022)
University of Houston, C.T. Bauer College of Business (2022)
University of Florida, Warrington College of Business (2022)

Awards, Honors, and Funding

Canadian Utilities Faculty Fellowship, 2025-2026
University of Alberta EFF-SAS Fund, 2024-2025
University of Alberta SSHRC General Fund, 2023-2025
Wharton Risk Center Russell Ackoff Doctoral Student Fellowship Award, 2019, 2020, 2021
Wharton Mack Institute for Innovation Management Doctoral Student Fellowship Award, 2021
Honorable Mention Poster Award, Society for Judgment and Decision Making, 2019
Henry Rutgers Scholar, 2018
Matthew Leydt Society, 2018
Phi Beta Kappa, 2017

Teaching Experience

Instructor

- Digital Marketing (Undergraduate, Winter 2024, Winter 2025, University of Alberta)
- Digital Marketing (MBA intensive, Spring 2025, University of Alberta)

Guest Lecturer

- Evaluating Evidence (Undergraduate, Spring 2022, University of Pennsylvania)

Teaching Assistant

- Managerial Decision Making (MBA, Spring 2022, Spring 2023, University of Pennsylvania)
- Negotiations (MBA, Spring 2021, University of Pennsylvania)
- Decision Processes (Undergraduate, Fall 2019, University of Pennsylvania)

Undergraduate Advising

- University of Pennsylvania College Achievement Program Graduate School Mentoring Initiative (Undergraduate, Spring 2021 - Spring 2022, University of Pennsylvania)
- Judgment and Decision Making Research Immersion (Undergraduate, Fall 2018 – Spring 2022, University of Pennsylvania)
- Senior Honors Thesis Advising (Undergraduate, Fall 2018 - Spring 2019, University of Pennsylvania)

Course Coordination

- Judgment and Decision Making Research Immersion (Undergraduate, Spring 2020 - Spring 2021, University of Pennsylvania)

Student Supervision

- Rory Waisman, University of Alberta, supervisory and dissertation committee (2024-present)
- Amirreza Faghihinia, University of Alberta, supervisory and dissertation committee (2024-present)
- Ozan Ozdemir, University of Alberta, dissertation committee (2024)

Professional Service

- Co-coordinator, Marketing Seminar Series, University of Alberta
- Member, Hiring Committee, University of Alberta
- Member, Teaching and Learning Committee, University of Alberta
- Member, Petro-Canada Emerging Innovator Award Committee, University of Alberta
- Judge, University of Alberta Festival of Undergraduate Research and Creative Activities
- Reviewer, *Journal of Marketing Research, Management Science*
- Reviewer, Society for Consumer Psychology, Association for Consumer Research
- Mentor, Wharton Doctoral Council (2020-2022)

Professional Affiliations

Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making