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ACADEMIC POSITIONS

2002-present Assistant Professor of Marketing, Carlson School of Management, University of Minnesota (On leave 2005/2006)

2000-2002 Postdoctoral Research Fellow, MIT Sloan School of Management

EDUCATION

1993-2000 Ph.D., Social Psychology, Harvard University

Minor: Organizational Behavior.

Dissertation Title: Psychological mechanisms in the discounting of future events.

Dissertation Advisor: Professor Daniel T. Gilbert.

1989-1993 B.A. Hons, Natural Sciences, Cambridge University, U.K

PUBLISHED AND FORTHCOMING PAPERS

Cole, C.A., Laurent, G., Drolet, A., Ebert, J.E.J., Gutchess, A., Lambert-Pandraud, R., Mullet, E., Norton, M.I., Peters, E. (Forthcoming). Decision Making and Brand Choice by Older Consumers, *Marketing Letters*.

Ebert, J.E.J., & Prelec, D. (2007) The fragility of time: Time-insensitivity and valuation of the near and far future. *Management Science*, 53, 1423-1438.

Gilbert, D., & Ebert, J.E.J. (2002) Decisions and revisions: The affective forecasting of changeable outcomes. *Journal of Personality and Social Psychology*, 82, 503-514.

Ebert, J.E.J. (2001) The role of cognitive resources in the valuation of near and far future events. *Acta Psychologica*, 108 155-17.

Bradley, B., Mogg, K., Miller, N., Bonham-Carter, C., Ferguson, E., *Jenkins, J., and Parr, M. (1997) Attentional biases for emotional faces. *Cognition and Emotion*, 11, 25-42.

(*Jenkins is my maiden name).

PAPERS IN REVIEW PROCESS

Ebert, J.E.J., Gilbert, D.T., & Wilson, T.D. Forecasting and backcasting: Predicting the impact of events on the future.

Ebert, J.E.J. The surprisingly low incentive of future rewards: Comparing conventional measures of discounting with a behavior-based measure.

PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

Ebert, J.E.J. & Prelec, D. (2008) The Special Fragility of Time: Time-Insensitivity and Valuation of Near and Far Future. Long abstract in *Advances in Consumer Research*, 35.

- Ebert, J.E.J. & Prelec, D. (2006) A new method of measuring temporal discounting: The motivational present value of future rewards. Long abstract in *Advances in Consumer Research*, 34.
- Bennett, C. & Ebert, J.E.J. (2006) Choosing to Conceal: An Investigation of the Impact of Social Influence on Luxury Consumption. Long abstract in *Advances in Consumer Research*, 33, 361-2.
- Ebert, J.E.J. & Gilbert, D.T. (2006) Forecasting and Backcasting: Predicting the Impact of Events on the Future. Long abstract in *Advances in Consumer Research*, 33.
- Ebert, J.E.J. & Gilbert, D.T. (2006) A new method of measuring temporal discounting: The motivational present value of future rewards. Long abstract in *Advances in Consumer Research*, 33.
- Ebert, J.E.J. (2005) Self-Sympathy in the Short-Term: Self-Other Differences in Long-Term Benefits and Short-Term Costs. Long abstract in *Advances in Consumer Research*, 32.
- Ebert, J.E.J. (2004). Understanding the evaluation of future events: The impact of psychological characteristics both of the events and of the evaluators. Special session summary in *Advances in Consumer Research*, 31, 538-540.
- Ebert, J.E.J., & Prelec, D. (2004). The motivational force of future rewards: Differences between explicit and implicit valuations for future and uncertain rewards. Long abstract in *Advances in Consumer Research*, 31, 538-539.
- Ebert, J.E.J. (2003). Perspectives in Time: How Consumers Think about the Future. Special session summary in *Advances in Consumer Research*, 30, 143-145.
- Ebert, J.E.J. (2003). Psychological approaches to future rewards: Sequences, Valuation, Effort, and Frequency Programs. Special session summary in *Advances in Consumer Research*, 30, 68-71.
- Ebert, J.E.J., & Prelec, D. (2003). Valuation of future rewards: Considering cognitive effort, lay beliefs, and salience of delay. Long abstract in *Advances in Consumer Research*, 30, 69-70.
- Ebert, J.E.J., & Gilbert, D.T. (2003). Strategies for Affective Forecasting: Differences in Bias, Use of Information, and Cognitive Effort. Long abstract in *Advances in Consumer Research*, 30, 144-145.

CONFERENCE AND OTHER RESEARCH PRESENTATIONS

- Ebert, J.E.J. (2007) "The New Year's Resolution Effect: Identifying naturally good times for behavior interventions." Competitive paper at Association of Consumer Research *Transformative Consumer Research Conference*, July 2007, Tuck School of Business, Hanover, NH.
- Ebert, J.E.J. (2007) "Goal Research in Older Adults". Invited presentation at Seventh Triennial Invitational Choice Symposium, June 2007, Wharton Business School, Philadelphia, PA.
- Ebert, J.E.J. & Prelec, D. (2007) "The Special Fragility of Time: Time-Insensitivity and Valuation of Near and Far Future." As part of competitive special session at *Association of Consumer Research Conference*, October 2007, Memphis, TN, entitled "Subjective Time and Decisions: The Role of Perception and Experience of Time in Consumer Decision Making."
- Ebert, J.E.J. & Prelec, D. (2006) "A new method of measuring temporal discounting: The motivational present value of future rewards." As part of competitive special session at *Association of Consumer Research Conference*, October 2006, Orlando, FL, entitled "Time and Decision: New Perspectives on Present-Biased Preferences."
- Ebert, J.E.J. & Gilbert, D. (2006) "Forecasting and backcasting: Predicting the impact of events on the future." As part of competitive special session at *Association of Consumer Research Conference*, October 2006, Orlando, FL, entitled "Gazing into the Crystal Ball: How Thinking about the Future Impacts the Present and Relates to Faulty Memories of the Past."
- Ebert, J.E.J. & Prelec, D. (2005) "Time Insensitivity: The Impact of Time Pressure and Attention on Discounting of Near and Far Future." As part of competitive special session at *Association of Consumer Research Conference*, October 2005, San Antonio, TX, entitled "Time and Decisions: Attention Based Perspective on Temporal Effects in Judgment and Choice", organized and co-chaired by Malkoc and Ebert.

- Ebert, J.E.J. (2005) "Self-Sympathy in the Short-Term: Self-Other Differences in Long-Term Benefits and Short-Term Costs." As part of competitive special session at *Society of Consumer Psychology Conference*, February 2005, St. Petersburg, FA, entitled "Using Construal Level Theory to Uncover Cognitive Drivers of Decisions for the Future".
- Ebert, J.E.J. (2004) "Self-Sympathy in the Short-Term: Self-Other Differences in Long-Term Benefits and Short-Term Costs." As part of competitive special session at *Association of Consumer Research Conference*, October 2004, Portland, OR, entitled "Using Construal Level Theory to Uncover Cognitive Drivers of Decisions for the Future".
- Ebert, J.E.J. & Prelec, D. (2004) "The impact of mental resources and attention on discounting of the near and far future." At *Marketing Science Conference*, June 2004, Rotterdam, The Netherlands.
- Ebert, J.E.J., & Prelec, D. (2003) "The motivational force of future rewards: Differences between explicit and implicit valuations for future and uncertain rewards". As part of competitive special session at *Association of Consumer Research Conference*, October 2003, Toronto, Canada, entitled "Understanding the evaluation of future events: The impact of psychological characteristics both of the events and of the evaluators", organized and chaired by Ebert.
- Ebert, J.E.J., & Gilbert, D.T. (2002) "Strategies for Affective Forecasting: Differences in Bias, Use of Information, and Cognitive Effort." As part of competitive special session at *Association of Consumer Research Conference*, October 2002, Atlanta, GA, entitled "Perspectives in Time: How Consumers Think about the Future", organized and chaired by Ebert.
- Ebert, J.E.J., & Prelec, D. (2002) "Valuation of future rewards: Considering cognitive effort, lay beliefs, and salience of delay." As part of competitive special session at *Association of Consumer Research Conference*, October 2002, Atlanta, GA, entitled "Psychological approaches to future rewards: Sequences, Valuation, Effort, and Frequency reward programs", organized and chaired by Ebert.
- *Jenkins, J.E. "Thinking about the future." Invited talk for Psychology Department at *Brandeis University*, November, 2000.
- *Jenkins, J.E. "The psychological mechanisms that underlie valuation in the discounting effect." Invited talk as part of International Symposium on Intertemporal Choice at European Association for Decision Making biennial conference on *Subjective Probability, Utility and Decision Making* in Mannheim, Germany, August 9-11, 1999.
- *Jenkins, J.E., and Gilbert, D. "Do we know what's good for us? Happiness with reversibility in decisions." Poster presented at *American Psychological Society conference*, Washington, DC, May 22, 1998.
- (*Jenkins is my unmarried name).

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
 Society for Consumer Psychology
 American Psychological Society
 Society for Judgment and Decision Making