

# OSCAR MORENO

Department of Marketing  
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## CURRENT POSITION

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Rutgers Business School Assistant Professor	2015 - Present
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## EDUCATION

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Ph.D., Marketing University of Utah	2015
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Dissertation: Exponential Blindness and The Acceleration of Alignable Attributes  
Dissertation Chairs: Arul Mishra and Himanshu Mishra

This work introduces the concept of attribute-level acceleration within assortments. While most of the literature has focused on the effect of presenting a linearly changing stimulus, it has largely ignored the effects of non-linearity. Through six studies this work shows that the rate at which attributes change (acceleration) influences decision making. It is found that negative (vs. positive) accelerating sequences, such as a product assortment increasing in size in an exponential (vs. logarithmic) pattern, are perceived to be more different (similar) to a linear sequence, an effect we call “exponential blindness.” This bias in perception is shown to have an asymmetric influence on choice, perceived variety, consideration set and value estimation. Implications for marketing managers are discussed.

M.S. Civil Engineering	2007
B.S. Civil Engineering	2004
University of Utah	

## RESEARCH INTERESTS

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My research focuses on the effects of perceptual biases on consumer behavior. I have explored the effect of reading directionality on risk taking and consumption, the effect of stress on the perception of weight, and also how alignable attributes are perceived when change is not linear.

## PUBLICATIONS

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Himanshu Mishra, Arul Mishra, Oscar Moreno (2014). Bias in Spatial Risk Assessment. Management Science

## WORKING PAPERS

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Oscar Moreno, Arul Mishra, Himanshu Mishra. “The Acceleration of Alignable Attributes.” Preparing for submission to Journal of Consumer Research.

- Described in thesis abstract.

Oscar Moreno, Himanshu Mishra, Arul Mishra. “Malleable Estimation: The Effect of Language Directionality on Spatial Sets.” Preparing for submission to Journal of Marketing Research after including new studies.

- Through lab and field studies we demonstrate how reading directionality influences consumption quantities and estimation.

Oscar Moreno, Himanshu Mishra, Arul Mishra. “Illeism in Decision Making.” Preparing for submission to Journal of Consumer Research.

- Illeism, or third-person self-reference, has been used throughout history by the most humble to the most powerful. Illeism can be present during key decisions in a consumer’s life, most notably in contracts (e.g., I promise vs. John promises). In this work we explore the role of illeism in decision making.

Oscar Moreno, Jeanine Stefanucci. “The Unbearable Weight of Stress: When Stress Makes Objects Seem Heavier.” Preparing for submission to Psychological Science.

- From its inception, psychological stress has been conceptualized using physical notions related to weight, pressure, strain and load. In this research we explore if this relationship is merely conceptual or if it can influence how individuals perceive the world—specifically the perceived weight of objects.

Oscar Moreno, Himanshu Mishra, Arul Mishra. “Sequence Momentum: The Role of Sequences in Anchoring and Adjustment.” Data Collection.

- In this work we explore how sequential anchors influence adjustment. We introduce sequence momentum, a bias in estimation created by the shape of the sequence of the anchors (e.g., linear, convex, concave).

Himanshu Mishra, Arul Mishra, Oscar Moreno. “Effects of Reading Directionality on Spatial Risk Assessment.” Preparing for submission to Journal of Consumer Research.

- Our past research has shown that a threat is perceived as more dangerous if it is located on left-visual field compared to their right visual field. In this work we present further evidence of the effect and propose that this bias results from incorrectly applying a lay rule based on language scanning habits in their spatial-risk estimation.

## CONFERENCE PUBLICATIONS AND INVITED TALKS

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- “The Acceleration of Alignable Attributes.” Utah State University, Logan, UT, 2017
- “Malleable Estimation: The Effect of Language Directionality on Spatial Sets,” working paper presented at Association for Consumer Research, Chicago, IL.
- “Illeism in Decision Making,” working paper presented at Association for Consumer Research, Chicago, IL.
- “Illeism in Decision Making,” working paper presented at U-Y Symposium, Salt Lake City, UT.

## CONFERENCE CHAIR

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- Co-Chair Society of Consumer Psychology (SCP) Boutique Conference NYC 2017
- Co-Chair Mentor-Mentee (MEME) Symposium 2016

## SERVICE

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- Rutgers Undergraduate Policy Committee Member 2016 -Present
- Marketing Research Insights and Analytics Board Member 2015 -Present
- Ph.D. Dissertation Committees:  
Emine Erdogan  
Sevinc Ulu  
Minji Jung
- Reviewer Association for Consumer Research  
Trainee Reviewer Society for Consumer Psychology

## TEACHING EXPERIENCE

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- Marketing Research Fall 2015 - 17
- Consumer Behavior Fall 2013
- Consumer Behavior (Teaching Assistant) Fall 2012 -11
- Sales Management Undergraduate and MBA (Teaching Assistant) Spring 2012
- Intro to Advertising Undergraduate and MBA (Teaching Assistant) Fall 2010

## PROFESSIONAL EXPERIENCE

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AbbeoGroup, Owner 2010-2011  
Founded AbbeoGroup, a firm designed to improve the decision-making process of public agencies in regards to infrastructure.

SemMaterials, Sales Manager 2007-2010  
Co-managed a team of account managers to develop and maintain partnerships with public agencies. Lobbied United States Congress to increase infrastructure spending.

SemMaterials, Engineer 2006-2007  
Provided project management and design services for roadway construction projects.

CRJ Engineers, Engineer 2004-2005  
Oversaw construction of the Everglades Restoration Dam and various hangars.

## ADDITIONAL INFORMATION

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Citizenship: United States of America

Languages: English, Spanish