

Behavioral Research Center

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Katz Graduate School of Business | College of Business Administration
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Special points of interest:

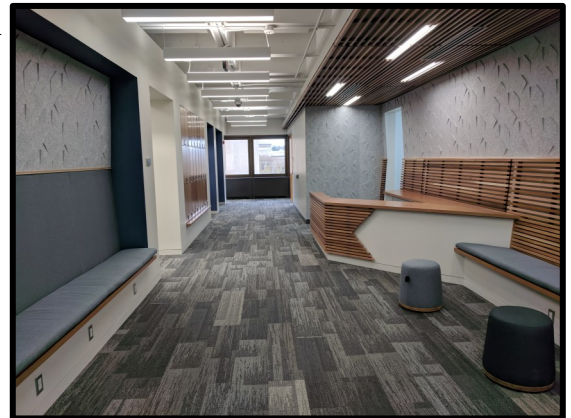
- Over 1400 sq. ft. of testing space
- Computer lab can run up to 29 participants at once
- State-of-the-art environmental controls (temperature, lighting)
- Multipurpose room can run focus groups or become a simulated retail space

New Research Center at Katz

As a leading research university, the University of Pittsburgh maintains this position by continually investing in and supporting outstanding research. A central tenet of Pitt's mission as a research university is to advance learning by extending the frontiers of knowledge and creative endeavor. The Katz Graduate School of Business has a leadership position in many areas of business research, such as its Marketing (top 15) and Accounting (top 30) departments, and has recently built a new Behavioral Research Center (BRC) to further these advances.

The new Katz Behavioral Research Center is a shared asset for all Katz faculty and students, providing a variety of services that support data collection for behavioral research on business-related topics. The primary goal of the Katz BRC will be to enhance the research productivity of Katz faculty by minimizing the operational costs, both time and money, of conducting research. The primary services provided will be maintaining (1) data collection facilities and equipment, (2) a substantial participant pool, and (3) efficient staffing for conducting state-of-the-art experimental research. The Katz BRC will contribute to Pitt's reputation for excellence in academic research, and enhance our ability to attract and retain the very best scholars.

Specifically, the creation of a new research center fosters the research productivity of Katz faculty. Over the past several years, the number of faculty and PhD students that conduct behavioral research at Katz has substantially grown, and this has resulted in an increase in demand for the resources necessary to conduct impactful, high-quality behavioral research.



Reception and waiting area at BRC entrance

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Behavioral Lab Committee

The research center was designed in collaboration with Pittsburgh architecture firm, Rothschild Doyno, University of Pittsburgh architects and facilities management, and the business school's behavioral lab committee comprised of faculty and staff, including faculty Willie Choi (current chair), Nicole Coleman, Jeff Inman, David Lebel, Adam Presslee, and Eugenia Wu (former chair), and staff member Craig Muscato. The 2017 committee also includes faculty members Peggy Liu and Trevor Young-Hyman.

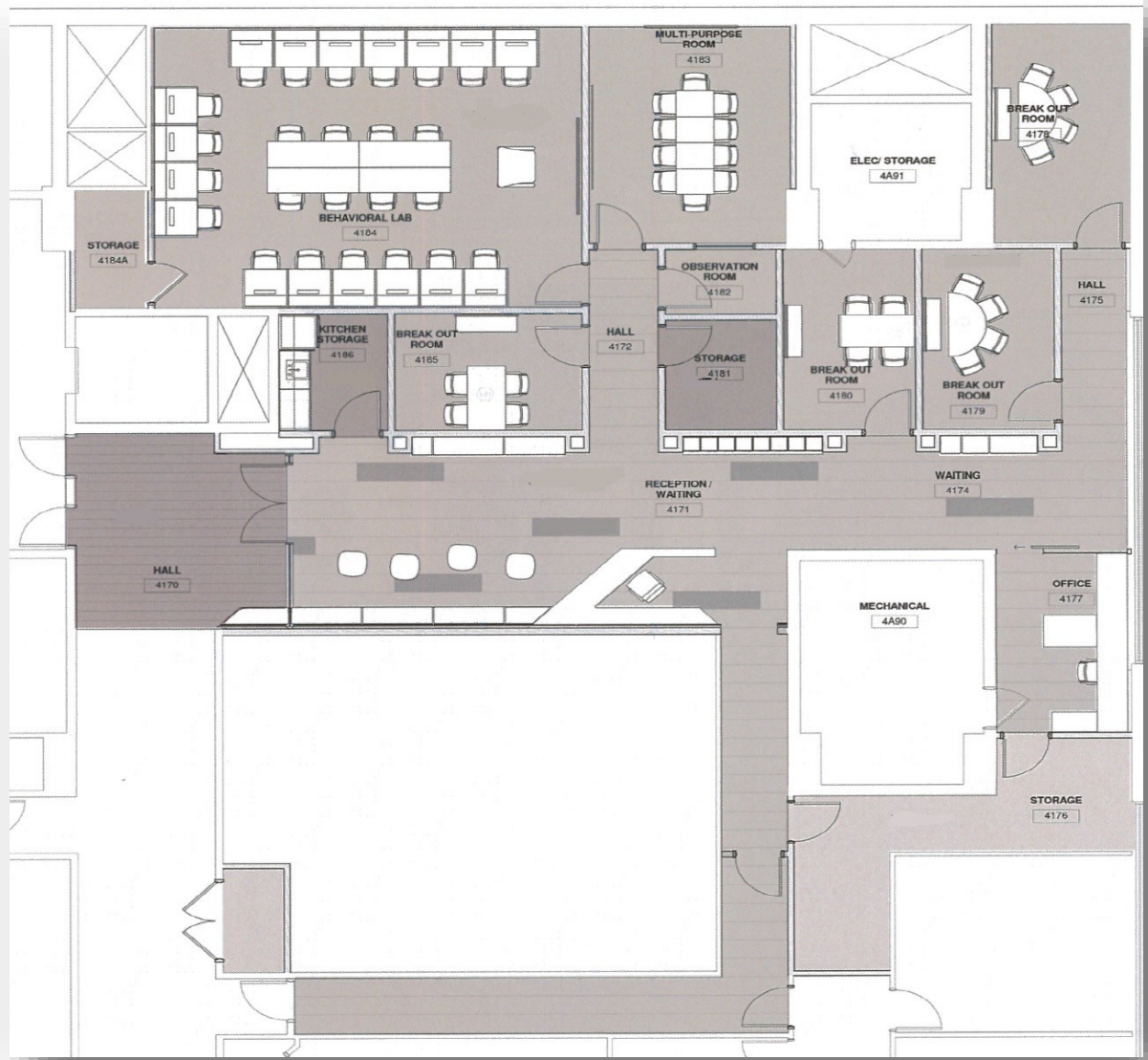
The Physical Space

Located on the fourth floor of Posvar Hall, the Behavioral Research Center includes one large computer lab in which research studies can be administered to a large number of participants, and multiple smaller rooms.

These smaller rooms can be used for a variety of activities: (1) break-out rooms in which bilateral bargaining, dyadic, or small-group decision-making can be studied; (2) a larger multi-purpose room that can be used as a grocery or retail store staging area to study purchasing behavior, or as a focus-group room; (3) an observation room from which researchers can unobtrusively study participants' behavior; and (4) storage space for experimental materials. Further, the research center also includes a kitchen in which food items can be prepared and a reception/waiting area where study participants are welcomed to the lab, and complete check-in procedures before engaging in studies. Finally, the research center includes an office for the full-time lab manager, in charge of day-to-day operations.

**Behavioral
Research
Center:
2605 sq. ft.**

**Dedicated
Testing space:
1430 sq. ft.**



Technical Specifications

The Behavioral Research Center includes a variety of cutting-edge technological features and tools to facilitate faculty research:

- Seventeen computers with network capabilities, to enable digital communication between participants within a study
- Easily movable computer stations that facilitate different room configurations
- Video-conferencing capabilities
- Recording capabilities, including both video and audio, throughout the testing rooms
- Eye-tracking hardware and software
- Technology to capture other physiological functions, such as heart rate, galvanic skin response, respiration, and EEG
- State-of-the-art environmental controls: each individual testing room has separate temperature, LED lighting, and audio controls



Large computer lab

Becoming a Leader in Behavioral Research

A behavioral lab benchmarking study conducted by the University of Southern California’s Marshall School of Business indicates that 97% of the schools sampled (40 schools; 36 in the US and 4 outside the US) have a dedicated lab space within the business school. Of the seven schools within that set that Katz defines as benchmarks (Arizona State, Ohio State, Maryland, Illinois, Michigan, Minnesota, Carnegie Mellon), all seven have dedicated lab spaces with multiple rooms. Building the Katz Behavioral Research Center not only places Katz within this set of prestigious research-oriented schools, the high caliber of the BRC facilities actually introduces a new and even higher standard for behavioral research resources.



Multipurpose room

“The University of Pittsburgh is one of the nation’s leading public research universities, and maintains this position by continually striving for excellence in research,” says Arjang A. Assad, Henry E. Haller Jr. Dean of the business school. “The Katz and CBA Research Center is a vital resource for both our faculty and our students as we continue to expand our research footprint and seek to attract and retain only the best scholars.”

In sum, the new Katz Behavioral Research Center will provide a much-needed research resource for current Katz faculty, enhancing their research productivity and the reputation of the school.

Katz Behavioral Research Activities

Even without the BRC, Katz faculty and doctoral students have created impressive and impactful research using experimental design. Below is a partial list of papers that have used the previous lab resources. We expect this list to grow as members of Katz can take advantage of the new Behavioral Research Center! (Katz faculty in **bold**, Katz PhD student in *italics*)

Published Papers

- Choi, Willie**, Gary Hecht, Ivo Tafkov, and Kristy Towry. (2016). Vicarious Learning under Implicit Contracts. *The Accounting Review* 91 (4): 1087-1108
- Choi, Willie**, Andrew Newman, and Ivo Tafkov. (2016). A Marathon, A Series of Sprints, or Both? Tournament Horizon and Dynamic Task Complexity in Multi-Period Settings. *The Accounting Review* 91 (5): 1391-1410
- Coleman, Nicole Verrochi**, Patti Williams, Andrea C. Morales, and Andrew Edward White (2017), "Attention, Attitudes, and Action: The Effect of Incidental Fear on Choice Deferral," *Journal of Consumer Research*, 44 (August), 283-312.
- Dommer, Sara Loughran, Vanitha Swaminathan*, and Rohini Ahluwalia (2013), "Using Differentiated Brands to Deflect Exclusion and Protect Inclusion: The Moderating Role of Self-Esteem on Attachment to Differentiated Brands", 40 (4), *Journal of Consumer Research*, 657-675.
- Dommer, Sara Loughran* and **Vanitha Swaminathan** (2013), "Explaining the Endowment Effect through Ownership: The Role of Identity, Gender, and Self-Threat", *Journal of Consumer Research*, 39 (5), 1034-1050.
- Kelly, Khim and **Adam Presslee** (2017) "Tournament group identity and performance: The moderating effect of winner proportion," *Accounting, Organizations and Society*
- Kubat, Umut and **Vanitha Swaminathan** (2015), "Crossing the Cultural Divide through Bilingual Advertising: The Moderating Role of Brand Cultural Symbolism", *International Journal of Research in Marketing*. 32 (4), 354-362.
- Kurt, Didem and **J. Jeffrey Inman** (2013), "Mispredicting Others' Valuations: Self-Other Difference in the Context of Endowment," *Journal of Consumer Research*, 40 (June), 78-89.
- Meuris, J. & Leana, C.* The price of financial precarity: Organizational costs of employees' financial concerns. Forthcoming at *Organization Science*.
- Min, Kate E., **Peggy J. Liu**, and Soo Kim (forthcoming), "Sharing Extraordinary Experiences Fosters Feelings of Closeness," *Personality and Social Psychology Bulletin*.
- Nikolova, Hristina, Cait Lambertson*, and **Nicole Verrochi Coleman**, (forthcoming) "Stranger Danger: When and Why Consumer Dyads Behave Less Ethically than Individuals," *Journal of Consumer Research*.
- Rosette, A.S., Mueller, J.S., & **Lebel, R.D.** (2015). Are male leaders penalized for seeking help? The Influence of gender and asking behaviors on competence perceptions. *The Leadership Quarterly*. 26(5), 749-762
- Sciandra, Michael R., Cait Lambertson*, and Rebecca Walker Rezek (2017), "The Wisdom of Some: Do We Always Need High Consensus to Shape Consumer Behavior?" *Journal of Public Policy & Marketing*, 36 (1), 15-35.
- Sciandra, Michael R.* (2017), "For One or Many? Interpersonal Tie-strength and the Impact of Broadcasted vs. Narrowcasted Advice" Forthcoming *Journal of Marketing Communications*.
- Swaminathan, Vanitha**, Zeynep Gürhan-Canli, Umut Kubat and Ceren Hayran (2015), "How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective", *Journal of Consumer Research*, 42 (1), 45-58.
- Williams, Patti, **Nicole Verrochi Coleman**, Andrea C. Morales, and Ludovica Cesareo (2017) "Connections to Brands that Help Others versus Help the Self: The Impact of Awe and Pride on Consumer Relationships with Social-Benefit and Luxury Brands" *forthcoming, Journal of the Association for Consumer Research*

Winterich, Karen Page, Vikas Mittal and **Vanitha Swaminathan** (2014), "Friends and Family: How In-Group-Focused Promotions can Increase Purchase," *Customer Needs and Solutions* 1:333-344.

Wu, Eugenia C., and Keisha M. Cutright, (2017) "In God's Hands: The Effect of Religion on Fear Appeal Persuasion", forthcoming at *Journal of Marketing Research*

Papers Under Review

- Coleman, Nicole Verrochi**, Patti Williams, and Andrea C. Morales, "Hardening My Heart: Persuasion Knowledge Activation and Emotion Regulation to Resist Sad Appeals," *Revising for 2nd round review, Journal of Consumer Research*
- Coleman, Nicole Verrochi**, Patti Williams, and Andrea C. Morales, "What Not to Feel: Identity-Inconsistent Emotions as Tacit Identity Threats," *Revising for 3rd round review, Journal of Consumer Research*
- Dommer, Sara Loughran* and **Nicole Verrochi Coleman**, "Cheating Your Self: Self-Deceptive Cheating for Intrinsic Rewards," *Under 2nd round review, Journal of Consumer Research*
- Dommer, Sara Loughran, Karen Page Winterich*, and **Nicole Verrochi Coleman**, "Choosing Between Me's: How Self-Complexity Increases Decision Difficulty," *Preparing for resubmission, Journal of Consumer Research*
- Dommer, Sara Loughran, Nicole Verrochi Coleman*, and *Karen Page Winterich* "The Effect of Self-Complexity on Responses to Identity-Based Targeting," *Revising for 3rd round review, Journal of Marketing Research*
- Grewal, Lauren*, Andrew Stephen, and **Nicole Verrochi Coleman**, "When Virtually Affiliating with Products Backfires: Negative Consequences of Consumer Identity Signaling in Social Media," *Revising for 3rd round review, Journal of Marketing Research*
- Grewal, Lauren* and Andrew Stephen, "In Mobile We Trust: How Mobile Reviews Influence Consumers' Purchase Intentions." *Revising for second round at the Journal of Marketing Research*
- Grewal, Lauren, Cait Lambertson*, and **Nicole Verrochi Coleman** "Food Identity," *Revising for 2nd round review, Journal of Consumer Research*
- Grewal, Lauren, Jillian Hmurovic, Cait Lambertson* and Rebecca Rezek, "When Beauty is More than Skin-Deep: Cosmetic Contagion and Consumers' Response to Ugly Foods," invited for 2nd review at the *Journal of Marketing*
- Kovacheva, Aleksandra, Hristina Nikolova* and **Cait Lambertson**, "Surprise Me Not: How Loss of Control Decreases Men's Preference for Surprise Offerings," invited for 2nd review at the *Journal of Consumer Research*.
- Moore, Sarah G., **Eugenia C. Wu**, and Gavan J. Fitzsimons, "Wine for the Table: How Group Size and Self-Construal Affects Choice on Behalf of Self and Others", *revising for second round review at Journal of Consumer Research*
- Nikolova, Hristina, Nicole Verrochi Coleman*, and **Cait Lambertson**, "Strategies to Cope with Social Identity Threats: Defending the "Self" without Sabotaging Self-Control," *Revising for 2nd round review, Journal of Consumer Psychology*
- Nikolova, Hristina* and **Cait Lambertson**, "Beyond Self-Control Control: Affective Forecasting and Self-Regulatory Success," under first review at the *Journal of Consumer Research*.
- Rim, SoYon, Kate E. Min, **Peggy J. Liu**, Tanya L. Chartrand, and Yaacov Trope, "The Gift of Psychological Closeness: How Feasible Versus Desirable Gifts Reduce Psychological Distance to the Giver," invited revision at *Personality and Social Psychology Bulletin*.
- Wu, Eugenia C.**, Andrea C. Morales, Gavan J. Fitzsimons and Tanya L. Chartrand, "How Disgust Creates Social Bonds", *revising for second round review at Journal of Consumer Research*