

# Scott G. Wallace

Assistant Professor of Marketing  
Michael G. Foster School of Business  
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## EMPLOYMENT

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University of Washington, Foster School of Business  
Assistant Professor of Marketing, 2018 - present

## EDUCATION

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Duke University, Fuqua School of Business  
Ph.D., Marketing, 2018

University of Virginia, McIntire School of Commerce  
B.Sc. in Commerce, 2011

## RESEARCH INTERESTS

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Consumer Behavior, Goals and Motivation, Reference Points, Judgment and Decision Making

## JOURNAL PUBLICATIONS

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Shammas, Ronnie L., Nathan Mela, Scott G. Wallace, Betty C. Tong, Joel Huber, and Suhail Mithani (2018), "Conjoint Analysis of Treatment Preferences for Nondisplaced Scaphoid Fractures," *Journal of Hand Surgery*, 43(7).

Wallace, Scott G. and Jordan Etkin (2017), "How Goal Specificity Shapes Motivation: A Reference Points Perspective," *Journal of Consumer Research*, 44(5), 1033-51.

Tong, Betty C., Scott G. Wallace, Matthew G. Hartwig, Thomas A. D'Amico, and Joel Huber (2016), "Patient Preferences in Treatment Choices for Early Stage Lung Cancer," *Annals of Thoracic Surgery*, 102(6), 1837-1844.

## WORKING PAPERS

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Wallace, Scott G. and Jordan Etkin, "Range Goals as Dual Reference Points: How Multiple Reference Points Shape Goal-Directed Behavior."

Wallace, Scott G. and Jordan Etkin, "Restraint Goals as Reference Points: A Mirrored Value Function with Implications for Motivation, Satisfaction, and Goal-Setting."

## CONFERENCE PRESENTATIONS

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Wallace, Scott G.\* and Jordan Etkin (2019), "The Dynamic Benefits of Range Goals' Endpoints as Dual Reference Points," *Society for Personality and Social Psychology*, Portland, OR.

Wallace, Scott G.\* and Jordan Etkin (2017), "Restraint Goals as Reference Points: A Mirrored Value Function with Implications for Motivation, Satisfaction, and Goal-Setting," *Society for Judgment and Decision Making*, Vancouver, BC.

Wallace, Scott G.\* and Jordan Etkin (2017), “Goal Specificity and the Dynamics of Consumer Motivation: The Role of Reference Point Focus,” *Association for Consumer Research*, San Diego, CA.  
(Symposium chair)

Wallace, Scott G.\* and Jordan Etkin (2017), “Range Goals as Dual Reference Points: Insights for Effective Goal-Setting and Pursuit,” *Association for Consumer Research*, San Diego, CA.  
(Competitive Paper track)

Wallace, Scott G.\* and Jordan Etkin (2016), “Range Goals as Dual Reference Points,” *Society for Judgment and Decision Making*, Boston, MA.

Wallace, Scott G.\* and Jordan Etkin (2015), “Goal Specificity, Subjective Impact, and the Dynamics of Consumer Motivation,” *Society for Judgment and Decision Making*, Chicago, IL.

Wallace, Scott G.\* and Jordan Etkin (2015), “Goal Specificity, Subjective Impact, and the Dynamics of Consumer Motivation,” *Association for Consumer Research*, New Orleans, LA.  
(Competitive Paper track)

Wallace, Scott G.\* and Jordan Etkin (2015), “Goal Specificity, Subjective Impact, and the Dynamics of Consumer Motivation,” *Whitebox Advisors Doctoral Conference*, New Haven, CT.

Wallace, Scott G.\* and Jordan Etkin (2015), “Goal Specificity and the Dynamics of Consumer Motivation,” *Society for Consumer Psychology*, Phoenix, AZ.  
(Symposium chair)

\*Denotes presenting author

## **AWARDS, HONORS, AND FELLOWSHIPS**

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Duke Graduate Fellowship (2012-2017)

James B. Duke Distinguished Fellowship (2012-2017)

AMA Sheth Foundation Doctoral Consortium Fellow, University of Notre Dame (2016)

Yale Whitebox Advisors Graduate Student Conference (2015)

University of Virginia Echols Scholar (2007-2011)

## **SERVICE**

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Ad hoc reviewer, *Management Science*

Ad hoc reviewer, *Organizational Behavior and Human Decision Processes*

Ad hoc reviewer, *Marketing Letters*

Trainee reviewer, *Journal of Consumer Research*

Reviewer, Association for Consumer Research North America Conference (2017, 2018)

Reviewer, Society for Consumer Psychology Annual Conference (2019)

## **PROFESSIONAL AFFILIATIONS**

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Society for Judgment and Decision Making

Association for Consumer Research

Society for Consumer Psychology

## **TEACHING**

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Marketing Strategy (Teaching Assistant), Professor Christine Moorman, Spring 2015 and 2017.

MBA Marketing Core (Teaching Assistant), Professors Carl Mela and Preyas Desai, Fall 2015 and 2016.

Marketing Research (Teaching Assistant, Guest Lecturer), Professor Jordan Etkin, Fall 2015.

Behavioral Economics and Public Policy (Teaching Assistant, Guest Lecturer), Professor Peter Ubel, Fall 2014 and 2015.

Marketing of Innovations (Teaching Assistant), Professor Debu Purohit, Fall 2014.