

Scott G. Wallace

Assistant Professor of Marketing
Michael G. Foster School of Business
University of Washington

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EMPLOYMENT

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

EDUCATION

Duke University, Fuqua School of Business
Ph.D., Marketing, 2018
University of Virginia, McIntire School of Commerce
B.Sc. in Commerce, 2011

RESEARCH INTERESTS

Consumer Behavior, Goals and Motivation, Reference Points, Judgment and Decision Making, Budgeting and Savings, Consumer Planning

JOURNAL PUBLICATIONS

- Wallace, Scott G. and Jordan Etkin (2018), "How Goal Specificity Shapes Motivation: A Reference Points Perspective," *Journal of Consumer Research*, 44(5), 1033-51.
- 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).
- 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

- Wallace, Scott G., "The Watch List Effect: How Loose Plans Make Consumers Feel Productive." Under review at *Journal of Marketing Research*.
- Wallace, Scott G. and Jordan Etkin, "The Motivational Benefits of Range Goals as Dual Reference Points."
- Wallace, Scott G. and Jordan Etkin, "Restraint Goals as Reference Points: A Mirrored Value Function with Implications for Consumer Behavior."

OTHER RESEARCH IN PROGRESS

- "Goal-Setting for Consumer Emergency Financial Savings: Range versus Specific Goal Structures." Field study with Joseph Harvey and Melissa Knoll (Consumer Financial Protection Bureau).

“Effects of Temporal and Social Comparisons on Self-Improvement Motivation.” With Tari Dagogo-Jack, Mark Forehand, and Katie Spangenberg.

CONFERENCE PRESENTATIONS

- Wallace, Scott G.* and Jordan Etkin (2020), “The Motivational Benefits of Range Goals as Dual Reference Points,” *Society for Consumer Psychology*, Huntington Beach, CA.
- 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

- 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

- Ad hoc reviewer, *Journal of Marketing*, *Management Science*, *Organizational Behavior and Human Decision Processes*, *Marketing Letters*, *Journal of Consumer Research*
Reviewer, Association for Consumer Research North America Conference (2017, 2018)
Reviewer, Society for Consumer Psychology Annual Conference (2019, 2020, 2022)

TEACHING

MKTG301 Marketing Concepts (undergraduate core)

SCM 510 Marketing Strategy and Channel Management (MS in Supply Chain Management)

MKTG 594 Doctoral Seminar in Behavioral Decision Theory

MBA Marketing Strategy (Teaching Assistant), Professor Christine Moorman, Duke University Fuqua School of Business, Spring 2015 and 2017.

MBA Marketing Core (Teaching Assistant), Professors Carl Mela and Preyas Desai, Duke University Fuqua School of Business, Fall 2015 and 2016.

Marketing Research (Teaching Assistant, Guest Lecturer), Professor Jordan Etkin, Duke University Fuqua School of Business, Fall 2015.

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

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