

Elizabeth Howlett

Department of Marketing & International Business
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EDUCATION

Doctor of Philosophy in Business Administration, Fuqua School of Business, Duke University, 1988, Concentration in Marketing.

Dissertation: "The Impact of Accuracy and Effort feedback and Goals on Adaptive Decision Behavior," James R. Bettman, Advisor.

Master of Science in Psychology, Graduate School of Arts and Science, Lehigh University, 1983.

Bachelor of Arts in Psychology, College of Arts and Science, Lehigh University, 1981.

ACADEMIC APPOINTMENTS

2017-Present	Professor, Gardner O. Hart Distinguished Professorship Department of Marketing & International Business, Washington State University, Pullman, WA.
2004-2017	Professor, Department of Marketing, Sam M. Walton College of Business, University of Arkansas, Fayetteville, AR.
2000-2005	Visiting Professor, Groupe ESC Toulouse, France. (Short term visits.)
1999-2000	Visiting Professor, Graduate School of Management, University of Queensland, Brisbane, Australia.
1995-2003	Associate Professor, Department of Marketing, Sam M. Walton College of Business, University of Arkansas, Fayetteville, AR.
1993-1995	Assistant Professor, Department of Marketing, Tippie College of Business, University of Iowa, Iowa City, IA.
1988-1993	Assistant Professor, Department of Marketing, Leonard N. Stern School of Business, New York University, New York, NY.
1986-1988	Instructor, Department of Marketing, Leonard N. Stern School of Business, New York University, New York, NY.

1985

Instructor, Department of Marketing, Fuqua School of Business, Duke University, Durham, NC.

TEACHING EXPERIENCE

Courses taught at the undergraduate level include marketing research, integrated marketing communications, advertising strategy, marketing strategy, and consumer behavior. At the MBA level, courses include consumer behavior, marketing research, and category management. Consumer behavior, experimental design, and marketing strategy taught at the PhD level. At the Executive Level, Professor Howlett has experience teaching classes in brand positioning. Teaching skills include the use of ACNielsen and IRI data in the classroom.

RESEARCH GRANTS AND AWARDS

- USDA National Institute of Food and Agriculture, Agriculture and Food Research Initiative Competitive Grants Program: Co-Principal Investigator/ Co-Project Director, 2011-2014, Grant #2011-68001-30014
Award amount: \$4,776,312.

RESEARCH INTERESTS

Professor Howlett explores how consumers' choice behaviors impact their health and welfare. A substantial portion of her research has focused on how the disclosure of nutrition information on package labels, in advertising, and on restaurant menus affects product evaluations and purchase behaviors. Other research issues of interest include sustainability, tobacco use, and consumer response to false claims. In addition, Professor Howlett has recently initiated a stream of research to examine consumer behavior within the context of financial decision-making. Her overall research objective is to continue to produce findings that have significant implications for public policy, especially within the context of consumer health and welfare.

REFEREED JOURNAL PUBLICATIONS

(Please note, previous surname was Creyer.)

Berry, Christopher, Scot Burton, and Elizabeth Howlett, (2018), The Effects of Voluntary Versus Mandatory Menu Calorie Labeling On Consumers' Retailer-Related Responses, *Journal of Retailing*, forthcoming.

Berry, Christopher, Scot Burton, and Elizabeth Howlett, (2018), "Double Trouble: Does Physical Activity Compensate for the Negative Effects of Fast Food and Sugar Sweetened Beverage Consumption on Childhood Obesity?," *Atlantic Marketing Journal*, forthcoming.

- Berry, Christopher, Scot Burton, and Elizabeth Howlett, (2017) "Are Cigarette Smokers', E-Cigarette Users', and Dual-Users' Health Risk Beliefs and Responses to Advertising Influenced by Addiction Warnings and Product Type?" *Nicotine & Tobacco Research*, 19(10), 1185-1191.
- Newman, Christopher L, Elizabeth Howlett, and Scot Burton, (2017) "Front-of-Package Nutrition Labeling: Which Labels Benefit Consumers the Most and Why Do They Help?" *Rutgers Business Review*, 2 (1), 49-55.
- Berry, Christopher, Elizabeth Howlett, and Scot Burton, (2017) "It's Only Natural: The Mediating Impact of Consumers' Attribute Inferences on the Relationships between Product Claims, Purchase Intentions, and Perceived Product Healthfulness," *Journal of the Academy of Marketing Science*, 45(5), 698-719.
- Berry, Christopher, Scot Burton, and Elizabeth Howlett, (2017) "The Impact of E-Cigarette Addiction Warnings and Health-Related Claims on Consumers' Risk Beliefs and Use Intentions," *Journal of Public Policy & Marketing*, (36)1, 54-69.
- Newman, Christopher, Elizabeth Howlett and Scot Burton, (2016) "Effects of Objective and Evaluative Front-of-Package Cues on Food Evaluation and Choice: The Moderating Influence of Comparative and Non-Comparative Processing Contexts," *Journal of Consumer Research*, 42(5), 709-726.
- Peinkofer Simone, Terry Esper, and Elizabeth Howlett, (2016), "Hurry! Sale Ends Soon: The Impact of Limited Inventory Availability Disclosure on Consumer Responses to Online Stockouts," *Journal of Business Logistics*, 37(3), 231-246.
- Howlett, Elizabeth, Cassandra Davis and Scot Burton (2016), "From Food Desert to Food Oasis: The Potential Positive Influence of Food Retailers on Childhood Obesity Rates," *Journal of Business Ethics*, 139(2), 215-250. Lead Article
- Berry, Chris, Amaradri Mukherjee, Scot Burton, and Elizabeth Howlett, (2015) "A COOL Effect: The Direct and Indirect Impact of Country-of-Origin Disclosures on Purchase Intentions for Retail Food Products," *Journal of Retailing*, 91(3), 533-542.
- Burton, Scot, Laurel Cook, Elizabeth Howlett, and Christopher Newman (2015), "Broken Halos and Shattered Horns: Overcoming the Biasing Effects of Prior Expectations Through Objective Information Disclosure," *Journal of the Academy of Marketing Science*, 43(2), 240-256.
- Newman, Christopher, Elizabeth Howlett, and Scot Burton (2014), "Implications of fast food restaurant concentration for preschool-aged childhood obesity," *Journal of Business Research*, 67(8), 1573-1580.
- Newman, Christopher, Elizabeth Howlett, and Scot Burton (2014), "Shopper Response to Front-of-Package Nutrition Labeling Programs: Potential Consumer and Retail Store Benefits," *Journal of Retailing*, 90 (1), 13-26.
- Newman, Christopher, Anna Turri, Elizabeth Howlett, and Amy Stokes, (2014), "Twenty Years of Country-of-Origin Food Labeling Research: A Review of the Literature and Implications for Food Marketing Systems," *Journal of Macromarketing*, 34 (December), 505-519.

- Burton, Scot, Andrea H. Tangari, Elizabeth Howlett and Anna M. Turri, (2014), "How the Perceived Healthfulness of Restaurant Menu Items Influences Sodium and Calorie Misperceptions: Implications for Nutrition Disclosures in Chain Restaurants," *Journal of Consumer Affairs*, Volume 48(1), 62–95.
- Cook, Laurel, Scot Burton, and Elizabeth Howlett (2013), "Leaner Choices? The Potential Influence of the Inclusion of Nutrition Facts Panels on Consumer Evaluations and Choices of Ground Beef Products," *Journal of Public Policy & Marketing*, 32(1), 97-115.
- Newman, Christopher. L., Elizabeth Howlett, Scot Burton, John Kozup, and Andrea Tangari, (2012), "The Influence of Consumer Concern on Framing Effects for Environmental Sustainability Messages," *International Journal of Advertising*, 31(3), 511-528.
- Puligada, Sanjay, William T. Ross, Jr., Jinje Chen, and Elizabeth Howlett, (2012), "When Loyalties Clash Purchase Behavior when a Preferred Brand is Stocked Out: The Tradeoff Between Brand and Store Loyalty," *Journal of Retailing and Consumer Services*, 19(6), 570–577.
- Howlett, Elizabeth, Scot Burton, Andrea H. Tangari, Myla Bui-Nguyen (2012), "Hold the Salt! Effects of Sodium Information Provision, Sodium Content, and Hypertension on Perceived Cardiovascular Disease Risk and Purchase Intentions," *Journal of Public Policy & Marketing*, 31(1), 4–18.
- Howlett, Elizabeth, Scot Burton, Christopher L. Newman, and Michael Faupel (2012), "The Positive Influence of State Agricultural Marketing Programs on Adults' Fruit and Vegetable Consumption," *American Journal of Health Promotion*; September/October 2012, 27(1), 17-20.
- Bui, My, Elyria Kemp, and Elizabeth Howlett (2011), "The Fight Against Obesity: Influences of Self-Efficacy on Exercise Regularity," *Journal of Nonprofit and Public Sector Marketing*, 23(2), 181-208.
- Cook, Laurel, Scot Burton, and Elizabeth Howlett (2011), "Health Risk Factors and Their Effect on Consumers' Use of Nutrition Facts Panels," *Journal of Consumer Affairs*, 45(3), 516-527.
- Tangari, Andrea H., Scot Burton, Elizabeth Howlett, Yoon-Na Cho and Anastasia Thyroff, (2010), "Weighing In On Fast Food Consumption: The Effects of Meal and Calorie Disclosures on Consumer Fast Food Evaluations," *Journal of Consumer Affairs*, 44(3), 431-462.
- Howlett, Elizabeth, Scot Burton, Kenneth Bates, and Kyle Huggins (2009), "Coming to a Restaurant Near You? Potential Consumer Responses to Nutrition Information Disclosure on Menus," *Journal of Consumer Research*, 36(3), 494-503.
- Burton, Scot, Elizabeth Howlett, and Andrea H. Tangari (2009), "Food for thought: How will the nutrition labeling of quick service restaurant menu items influence consumers' product evaluations, purchase intentions, and choices?," *Journal of Retailing*, 85(2), 113-128.
- Bates, Kenneth, Scot Burton, Elizabeth Howlett, and Kyle Huggins (2009), "The Roles of Gender and Motivation as Moderators of the Effects of Calorie and Nutrient Information Provision on Away-from-Home Foods," *Journal of Consumer Affairs*, 43(2), 249-273.

- Howlett, Elizabeth, Jeremy Kees, and Elyria Kemp (2008), "The Role of Self-Regulation, Future Orientation, and Financial Knowledge in Long-Term Financial Decisions," *Journal of Consumer Affairs*, Volume 42(2), 223-242.
- Bui, My, Scot Burton, Elizabeth Howlett, and John Kozup (2008), "What Am I Drinking? An Exploration of the Effects of Serving Facts Information on Alcohol Beverage Containers," *Journal of Consumer Affairs*, 42(1), 81-99.
- Howlett, Elizabeth, Scot Burton, and John Kozup (2008), "How Modification of the Nutrition Facts Panel Influences Consumers At-Risk for Heart Diseases: The Case of Trans Fat," *Journal of Public Policy and Marketing*, 27(1), 83-97.
- Howlett, Elizabeth, John Kozup, and Mike Pagano (2008), "The Effects of Summary Information on Consumer Perceptions of Mutual Fund Characteristics," *Journal of Consumer Affairs*, 42(1), 37-59.
- Kemp, Elyria, Scot Burton, Elizabeth H. Creyer, and Tracy Suter (2007), "When Do Nutrient Content and Nutrient Content Claims Matter? Assessing Consumer Tradeoffs Between Carbohydrates and Fat," *Journal of Consumer Affairs*, 41 (Summer), 47-73.
- Burton, Scot, Elizabeth H. Creyer, Jeremy Kees, and Kyle Huggins (2006), "Attacking the Obesity Epidemic: An Examination of the Potential Health Benefits of Nutrition Information Provision for Restaurant Menu Items," *American Journal of Public Health*, September, 1669-1675.
- Kozup, John, Scot Burton, and Elizabeth H. Creyer (2006), "The Provision of Trans Fat Information and Its Interaction with Consumer Knowledge," *Journal of Consumer Affairs*, 40 (Summer), 163-176.
- Kozup, John, and Elizabeth H. Creyer (2006), "Boundary Conditions of the Impact of a Hypervigilant Coping Style on the Subjective Decision Making Experience," *Psychology and Marketing*, 23 (11), 905-926.
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- Creyer, Elizabeth H., William T. Ross, and John Kozup (2006), "Consumer response to a pro-social marketing initiative: The case of discount stores and gun sales," *Journal of Applied Social Psychology*, 34 (1), 206-221.
- Burton, Scot and Elizabeth H. Creyer (2004), "What consumers don't know can hurt them: Consumer evaluations and disease risk perceptions of restaurant menu items," *Journal of Consumer Affairs*, 38 (1), 121-145.
- Creyer, Elizabeth H. and John Kozup (2003), "An examination of the relationships between coping styles, task-related affect, and the desire for decision assistance," *Organizational Behavior and Human Decision Processes*, 90 (1), 37-49.
- Kozup, John., Elizabeth H. Creyer, and Scot Burton (2003), "Making healthful food choices: The influence of health claims and nutrition information on consumers' evaluations of packaged food products and restaurant menu items," *Journal of Marketing*, 67(2), 19-34.

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- Creyer, Elizabeth H. and John Kozup (2003), "An Exploration of Decision Task-Related Affect and Its Influence on Choice-Deferral Behavior," *Organizational Behavior and Human Decision Processes*, 90(January) 37-49.
- Christies, Jennifer, Dan Fisher, John Kozup, Scot Smith, Scot Burton, and Elizabeth H. Creyer, (2001) "All YOU CAN DRINK! An Experimental Assessment of Effects of Bar Promotions on Attitudes, Patronage Intentions, and Consumption Expectations," *Journal of Public Policy & Marketing*, 20 (2), 240-53.
- Kozup, John, Scot Burton and Elizabeth H. Creyer (2001), "A Comparison of Drinkers' and Nondrinkers' Responses to Health-Related Information Presented On Wine Beverage Labels," *Journal of Consumer Policy*, 24(2), 209-230.
- Creyer, Elizabeth, Catherine Cole, and Ilias Hristodaski (2001), "Changing a Drug From Rx to OTC Status: The Consumer Behavior and Public Policy Implications of Switch Drugs," *Journal of Product and Brand Management*," 10(1), 52-64.
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- Creyer, Elizabeth H. and Ilias Hristodaski (1998), "The Influence of Salespersons and Sales Promotions On Medical Residents' Perceptions of the Pharmaceutical Industry," *Marketing Health Services*, 18(2), 34-39.
- Creyer, Elizabeth H. and Zeynep Gurhan (1997), "Who's to Blame: Counterfactual Reasoning and the Development of Regret," *Psychology and Marketing*, 14 (3), 209-222.
- Creyer, Elizabeth H. and William T. Ross (1997), "Making Tradeoffs Between Price and Quality: How a Quality Index Affects Preference Formation," *Journal of Consumer Affairs*, 31(2), 280-302.
- Creyer, Elizabeth H. and William T. Ross (1997), "The Impact of Firm Behavior on Purchase Intention: Do Consumers Really Care About Business Ethics?," *The Journal of Consumer Marketing*, 14(6), 421-432.
- Creyer, Elizabeth H. and William T. Ross (1996), "The Impact of Corporate Behavior on Perceived Product Value," *Marketing Letters*, 7(2), 173-185.

- Creyer, Elizabeth H. and Gita Johar (1995), "Response Mode Bias and the Formation of Preference: Understanding the Importance of Prominence," *Organizational Behavior and Human Decision Processes*, 62(1), 14-22.
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- Creyer, Elizabeth H. and William T. Ross (1993), "Hindsight Bias and Choice: The Mediating Effects of Cognitive Effort," *Organizational Behavior and Human Decision Processes*, 55 (Summer) 1993, 61-77.
- Ross, William T. and Elizabeth H. Creyer (1992), "Inferences about Missing Information: A Process-Based Model," *Journal of Consumer Research*, 19 (June), 1992, 14-25.
- Creyer, Elizabeth H., James R. Bettman, and John Payne (1990), "The Impact of Accuracy and Effort Feedback and Goals on Adaptive Decision Makers," *Journal of Behavioral Decision Making*, 3, 1-16.
- Bettman, James R., Elizabeth H. Creyer, Debra Roedder-John, and Carol Scott (1988), "Effects of Presentation Format and Data Properties on Covariation Assessment in Rank Order Data," *Journal of Behavioral Decision Making*, 1, 239-254.

Membership in Professional Organizations

Association for Consumer Research
American Marketing Association