

Robert Bruder Latimer

Rotman School of Management, 105 St. George St., Toronto, ON, M5S 3E6
Office: 547; 416-946-5072; Email: robert.b.latimer@gmail.com

EDUCATION

- 2014 Ph.D. (Marketing), New York University
- Supervisor: Priya Raghubir; Committee: Geeta Menon, Yaacov Trope, Tom Meyvis, Greg Murphy
 - Thesis: The Effect of Distinctive Peaks on Evaluations of Experiences Represented as Wholes or Parts
- 2008 B.Sc. Hon. (Psychology), University of Alberta
- Supervisor: Norman R. Brown
 - Thesis: Use of Categories and Exceptions in Word List Position Judgments

EMPLOYMENT

- 2014-Present Post-Doctoral Fellow, Rotman School of Management
- Conduct independent research
 - Administer the paid and credit research participation pools, encompassing 2500 students, 20 researchers, and 50 research assistants
- 2009-2014 PhD Student, Leonard N. Stern School of Business
- 2009 Research Farm Labourer, University of Alberta
- Data collection and plot maintenance using various heavy machinery
- 2008 Day Trader, Catalyst Equities Trading
- Short term, high frequency equities trading
- 2005-2007 Research Farm Labourer, Gateway Research Organization
- Data collection, plot maintenance, and driving

TEACHING

- Interests: Introduction to Marketing, Consumer Behavior, Marketing Research
- 2017 Instructor: Consumer Behaviour, University of Toronto Mississauga
- 2013-2014 Teaching Assistant: Marketing Research, Customer Insights, & Introduction to Marketing, New York University
- 2012 Instructor: Introduction to Marketing, New York University

RESEARCH

Interests: Hedonic Consumption, Distinctiveness & Memory, Categorization

Book Chapters

1. Raghurir, Priya and Robert Latimer (2013), “Risk Assessment: The Consumer as an Intuitive Statistician,” in **Pharmaceutical Marketing**: Springer’s ISQM series, eds., Min Ding, Jehoshua Eliasberg, and Stefan Stremersch

Articles Under Review

2. Latimer, Robert, “Heterogeneity Moderates the Peak Effect in Experiences”, submitted to *Journal of Consumer Research*
3. Latimer, Robert, “Distinctive Peaks: Judging Exceptional Moments of Experiences in Wholes or Parts”, submitted to *Journal of Consumer Research*.

Working Papers

4. Latimer, Robert, “The Peculiarly Persistent Pleasantness of Bizarre Experiences”
5. Latimer, Robert, “Narrative Spoilers Reduce Anticipatory Enjoyment and Word of Mouth”
6. Latimer, Robert and Norman R. Brown, “Use of Categories and Exceptions in Word List Position Judgments”

PRESENTATIONS

Conference Presentations

Latimer, Robert, “The Peculiarly Persistent Pleasantness of Bizarre Experiences”

- Association for Consumer Research, New Orleans, LA, Oct 2015
- Society for Consumer Psychology, St. Pete Beach, FL, Feb 2016

Latimer, Robert, “Experience Heterogeneity Moderates the Peak Effect in Retrospective Evaluations”

- Association for Consumer Research, New Orleans, LA, Oct 2015
- Society for Consumer Psychology, St. Pete Beach, FL, Feb 2016

Latimer, Robert and Priya Raghurir, “Motivated Recall and the “Rosy View” in Retrospective Evaluations”

- Association for Consumer Research, Chicago, IL, Oct 2013

Latimer, Robert and Priya Raghurir, “The Best and the Bizarre: Prototype and Exemplar-based Retrospective Evaluations of Experiences”

- Association for Consumer Research, Vancouver, Canada, October 2012
- Society for Consumer Psychology, San Antonio, TX, March 2013
- Association for Consumer Research, Baltimore, MD, October 2014

PROFESSIONAL SERVICE

Academic Service

- Reviewer: Association for Consumer Research Conference, 2012-2017
- Reviewer: Society for Consumer Psychology Conference, 2012-2017
- Graduate Commission: New York University School of Business, 2011-2013
- Experiment Coordinator: New York University School of Business, 2009-2013
- Lab Coordinator: New York University School of Business, 2011-2012
- Panel Speaker: New York University School of Business, PhD Open House, 2009-2012