**Robert Latimer**

Rotman School of Management, 105 St. George St., Toronto, ON, M5S 3E6

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EDUCATION

2014 Ph.D. (Marketing), New York University

2008 B.Sc. Hon. (Psychology), University of Alberta

ACADEMIC EMPLOYMENT

2014-Present Behavioural Lab Manager, Rotman School of Management

RESEARCH

Interests: Hedonic Consumption, Distinctiveness & Memory, Affective Forecasting

Book Chapters

1. Raghubir, 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

Journal Publications – Articles Under Review

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

Journal Publications – Working Papers

1. Latimer, Robert, “The Peculiarly Persistent Pleasantness of Bizarre Experiences”
2. Latimer, Robert, “Narrative Spoilers Reduce Anticipatory Enjoyment and Word of Mouth”
3. 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 Raghubir, “Motivated Recall and the “Rosy View” in Retrospective Evaluations”

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

Latimer, Robert and Priya Raghubir, “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, 2012-2013
* Reviewer: Society for Consumer Psychology Conference, 2012-2013
* Graduate Commission Member: 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

TEACHING

Interests: Introduction to Marketing, Consumer Behavior, Marketing Research

Teaching Experience

* Teaching Assistant, Marketing Research: New York University School of Business, Fall 2013
* Teaching Assistant: New York University School of Business, Customer Insights, Fall 2013
* Instructor: New York University School of Business, Introduction to Marketing (Undergraduate Core), Summer 2012