

ELEANOR (NELL) PUTNAM-FARR

Rice University
Janice & Robert McNair Hall
6100 Main St, MS 531
Houston, TX 77005

elpf@rice.edu

office: 713-348-5935
Cell: 917.494.4852

ACADEMIC EMPLOYMENT

- 2018 - Assistant Professor of Marketing, Jones Graduate School of present Business, Rice University
- 2015- Postdoctoral Associate, Yale Center for Customer Insights
2018 Yale School of Management

EDUCATION

- 2015 Ph.D., Management, MIT Sloan School of Management
- 2010 M.B.A., MIT Sloan School of Management
- 2000 B.A, Williams College, Honors in Economics

ARTICLES AND CHAPTERS

- Wiriyaphanich, T.; Guinard, J.X.; Spang, E.; Amsler Challamel, G.; Valgenti, R.T.; Sinclair, D.; Lubow, S.; Putnam-Farr, E. Food Choice and Waste in University Dining Commons — A Menus of Change University Research Collaborative Study. *Foods* 2021, 10, 577. <https://doi.org/10.3390/foods10030577>
- Putnam-Farr, Eleanor, & Morewedge, Carey K. (2020). Which social comparisons influence happiness with unequal pay? *Journal of Experimental Psychology: General*. Advance online publication. <https://doi.org/10.1037/xge0000965>
- Putnam-Farr, Eleanor and Jason Riis (2016). "Yes, No, Not Right Now." Yes/No Response Formats Can Increase Response Rates Even in Non-Forced Choice Settings. *Journal of Marketing Research* 53:3, 424-432.
- Putnam-Farr, Eleanor & Carey K. Morewedge (2019). Comparing One and Many: Insights from Judgment and Decision Making for Social Comparison. In J. Suls, R. L. Collins, and L. Wheeler (Eds.), *Social Comparison in Judgment and Behavior*. Oxford University Press, USA.

WORKING PAPERS

Putnam-Farr, Eleanor and Anastasiya Pocheptsova Ghosh. "Optimistic Guessing and Round Numbers in Budgeting Processes." *Working paper*.

Gavrieli, Anna, Eleanor Putnam-Farr, Paul Stillman, Chavanne Hanson. "What's in a name? Descriptive Dish Titles to Motivate Plant Based Food Choice." *Working paper*. (under 2nd round review at BMC Public Health)

Putnam-Farr, Eleanor, Ravi Dhar, & Michelle Hatzis. "Sustaining sustainable hydration: the importance of aligning information cues to motivate long term consumer behavior change." *Working paper*. (being revised for resubmission to Journal for the Association for Consumer Research special issue on climate change)

Putnam-Farr, Eleanor and Jason Riis. "Save up to \$125!": How Quasi-Arbitrary Numerical Indicators Become Goals. *Revising to include additional studies from recent work* (targeted to Journal of Marketing)

RESEARCH IN PROGRESS

"Goals as Aspirations or Expectations"

"Outcome Expectations or Performance Expectations"

"Presenting Scientific Information: What is right versus what is annoying?"

INDUSTRY & ACADEMIC INVITED TALKS

2021 MCLA Sustainability Series: Individual Actions and Environmental Sustainability, March 2021

2020 Temple University, Seminar on Consumer Welfare, November 2020

2019 ProSep Strategy Session Keynote, October 2019

2018 Colgate Palmolive Key Thought Leader Working Group. June 2018

2018 GoldenSeeds, Boston MA. May 2018

2017 ReThink Food, Napa Valley CA. November 2017

2017 "A New Model of Behavioral Change: Using Behavioral Economics and Psychology to Influence Health Decisions," Yale New Haven Health/Health Employer Exchange leadership team meeting. May 2017

2016 "Sustainable Hydration in Practice," Google Food Lab. November 2016

REFEREED CONFERENCE PAPER PRESENTATIONS

“Optimal Goal Setting: Expectations, Aspirations or Just Guesses?”

- SCP Boutique Conference on Numerical Markers in Decision Making, Tucson, September 2021

“Primary versus Secondary Decisions”

- Behavioral Science and Policy Association, New York, June 2019
- Menus of Change University Research Collaborative, Boulder, October 2019
- Society for Consumer Psychology, February 2020

“Comparison to Salient Maximums”

- Society for Judgment and Decision Making, New Orleans, November 2018

“Budgeting Categories and Consumer Decisions”

- Association for Consumer Research, Dallas, October 2018
- Society for Judgment and Decision Making, New Orleans, November 2018
- Consumer Financial Decision Making, Boulder, May 2019

“Sustaining Sustainable Hydration”

- Theory and Practice of Marketing, Charlottesville, CA 2017
- Society for Consumer Psychology, February 2018

“Up to is not Equal for Marketers and Consumers: how quantification influences expectations and satisfaction”

- Society for Consumer Psychology, Phoenix, AZ 2015
- Association for Consumer Research, New Orleans, LA 2015
- Society for Judgment and Decision Making, Boston, MA 2016

“Yes, I Want to Enroll. Yes/No Response Format Increases Response Rates in Email Communications.”

- Applying Field Experimentation to Behavioral Research, UCSD, 2014

“Choosing to Participate: The Effects of Message Type on Enrollment and Participation.”

- Society for Consumer Psychology, San Antonio, TX, 2013
- Academy of Management, Orlando, FL, 2013
- Association for Consumer Research, Chicago, IL, 2013

HONORS AND AWARDS

AMA Sheth Foundation Doctoral Consortium Fellow, 2014
MIT Graduate Student Council Travel Grant, Spring 2014
MIT Sloan Graduate Fellowship, 2010-present
Martin Trust Community Fellow, MIT

SERVICE AND AFFILIATIONS

Faculty Fellow, Yale Center for Customer Insights
Ad hoc Reviewer for JCP
Conference reviewer for SCP, ACR, SJDM
Member AMA, SCP, ACR, SJDM

Menus of Change University Research Collaborative

PRIOR PROFESSIONAL EXPERIENCE

2010 Consultant, Coincident Energy, Boston, MA

2009 Consultant, OPOWER, Washington, DC

2001-2008 Associate Partner, Camelot Capital, Greenwich, CT

OTHER EXPERIENCE

Social Venture Partners Boston, an organization devoted to active venture philanthropy (2009-2015), Impact 100 Houston, an organization for female philanthropists in Houston (2021-present)

Passed Level 2 of CFA, Fluent in French