

Robert Smith
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Research Group: Marketing
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Research interests

I joined Tilburg in 2019 after previously working at Ohio State University and obtaining my PhD from University of Michigan. I do research on Consumer Behavior, with particular interest toward consumption enjoyment and the many ways that people learn about themselves.

Employment

Research Group: Marketing

Tilburg University
Netherlands
1 Aug 2019 → present

Associate Professor

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Department of Marketing
Tilburg University
Netherlands
1 Nov 2023 → present

Research outputs

Self-esteem influences the willingness to engage in COVID-19 prevention behavior and persuasion efficacy
Stuppy, A. & Smith, R. W., Mar 2023, In: Social Science & Medicine. 320, 8 p., 115715.

If all their products seem the same, all the parts within a product seem the same too: How brand homogeneity polarizes product experiences
Smith, R. & Keller, K., Sept 2021, In: International Journal of Research in Marketing. 38, 3, p. 698-714

The role of holistic processing in simultaneous consumption
Smith, R. & Redden, J., Nov 2020, In: Journal of Experimental Social Psychology. 91, 104023.

Uniformity: The effects of organizational attire on judgments and attributions
Smith, R., Chandler, J. & Schwarz, N., May 2020, In: Journal of Applied Social Psychology. 50, 5, p. 299-312

The meaning of distraction: How metacognitive inferences from distraction affect brand attitudes
Zane, D. M., Smith, R. & Reczek, R., Feb 2020, In: Journal of Consumer Research. 46, 5, p. 974-994

Unconventional consumption methods and enjoying things consumed: Recapturing the "first-time" experience
O'Brien, E. & Smith, R., Jan 2019, In: Personality and Social Psychology Bulletin. 45, 1, p. 67-80

Metacognitive inferences from other people's memory performance

Smith, R. & Schwarz, N., Sept 2016, In: *Journal of Experimental Psychology: Applied*. 22, 3, p. 285-294

An audience of one: Behaviorally targeted ads as inferred social labels

Summers, C. A., Smith, R. & Reczek, R., Jun 2016, In: *Journal of Consumer Research*. 43, 1, p. 156-178

Targeted ads don't just make you more likely to buy — They can change how you think about yourself

Reczek, R., Summers, C. A. & Smith, R., 4 Apr 2016, In: *Harvard business review*.

Investigating variation in replicability: A "Many Labs" replication project

Klein, R., Ratliff, K., Vianello, M., Adams Jr., R. B., Bahnik, S., Bernstein, M. J., Bocian, K., Brandt, M. J., Brooks, B., Brumbaugh, C. C., Cemalcilar, Z., Chandler, J., Cheong, W., Davis, W. E., Devos, T., Eisner, M., Frankowska, N., Furrow, D., Galliani, E. M., Hasselman, F., & 31 othersHicks, J. A., Hovermale, J. F., Hunt, S. J., Huntsinger, J. R., Ijzerman, H., John, M-S., Joy-Gaba, J. A., Kappes, H. B., Krueger, L. E., Kurtz, J., Levitan, C. A., Mallett, R. K., Morris, W. L., Nelson, A. J., Schmidt, K., Skorinko, J. L., Smith, R., Nier, J. A., Packard, G., Pilati, R., Rutchick, A. M., Steiner, T. G., Storbeck, J., Van Swol, L. M., Thompson, D., van 't Veer, A., Vaughn, L. A., Vranka, M., Wichman, A. L., Woodzicka, J. A. & Nosek, B. A., 2014, In: *Social Psychology*. 45, 3, p. 142-152

Theory building through replication response to commentaries on the "many labs" replication project

Klein, R. A., Ratliff, K. A., Vianello, M., Adams, R. B., Bahnik, Š., Bernstein, M. J., Bocian, K., Brandt, M. J., Brooks, B., Brumbaugh, C. C., Cemalcilar, Z., Chandler, J., Cheong, W., Davis, W. E., Devos, T., Eisner, M., Frankowska, N., Furrow, D., Galliani, E. M., Hasselman, F., & 30 othersHicks, J. A., Hovermale, J. F., Hunt, S. J., Huntsinger, J. R., Ijzerman, H., John, M. S., Joy-Gaba, J. A., Kappes, H. B., Krueger, L. E., Kurtz, J., Levitan, C. A., Mallett, R. K., Morris, W. L., Nelson, A. J., Nier, J. A., Packard, G., Pilati, R., Rutchick, A. M., Schmidt, K., Skorinko, J. L., Smith, R., Steiner, T. G., Storbeck, J., Van Swol, L. M., Thompson, D., Van't Veer, A. E., Vaughn, L. A., Vranka, M., Wichman, A. L. & Woodzicka, J. A., 2014, In: *Social Psychology*. 45, 4, p. 307-310 4 p.

Lost in the crowd: Entitative group membership reduces mind attribution

Morewedge, C. K., Chandler, J. J., Smith, R., Schwarz, N. & Schooler, J., Dec 2013, In: *Consciousness and Cognition*. 22, 4, p. 1195-1205

More for the many: The influence of entitativity on charitable giving

Smith, R., Faro, D. & Burson, K. A., Feb 2013, In: *Journal of Consumer Research*. 39, 5, p. 961-976

When promoting a charity can hurt charitable giving: A metacognitive analysis

Smith, R. & Schwarz, N., Oct 2012, In: *Journal of Consumer Psychology*. 22, 4, p. 558-564

Activities

Tilburg School of Economics and Management (Organisational unit)

Robert Smith (Chair)

1 Aug 2020 → ...

Journal of Marketing Research (Journal)

Robert Smith (Reviewer)

17 Feb 2020

Journal of Marketing (Journal)

Robert Smith (Reviewer)

22 Aug 2018

Journal of Consumer Research (Journal)

Robert Smith (Reviewer)

10 Mar 2015 → ...

Press/Media

Hedonic adaptation and happiness

Robert Smith

15/06/23

1 Media contribution