

PROMOTION RECOMMENDATION  
The University of Michigan  
Stephen M. Ross School of Business

Katherine A. Burson, assistant professor of marketing, Stephen M. Ross School of Business, is recommended for promotion to associate professor of marketing, with tenure, Stephen M. Ross School of Business.

Academic Degrees

PhD	2004	Marketing, University of Chicago
MBA	2004	Marketing, University of Chicago
MA	1998	Social Sciences, concentration in behavioral sciences, University of Chicago
BA	1997	Psychology, University of California, Berkeley

Professional Record:

2003-Present	University of Michigan, Stephen M. Ross School of Business Assistant Professor of Marketing
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Summary of Evaluation:

Teaching: Professor Burson has demonstrated the ability to teach at different levels (undergraduate, graduate and doctoral) with evaluations ranging from very good to excellent. The distinctive, and perhaps more important, feature of her teaching has been the ability to raise the teaching level of the people around her.

Professor Burson's performance in MKT 300 can be characterized as excellent (her mean evaluations were higher than the mean evaluation across other instructors for that course). Besides her own performance, a notable feature is the fact that Professor Burson was the core course coordinator for this course for two years. Besides mentoring and advising other faculty who were teaching this class (especially for the first time), she was involved in a significant amount of course development. Specifically, she revised the curriculum extensively twice over the years she taught this course - included switching textbooks, bringing in guest speakers and adding new content (theoretical frameworks, examples and cases). Her efforts in this regard went well beyond what was expected of her and contributed to the very high ratings for the course overall.

Besides the core, she has been very active in developing and teaching an elective MTK 311/MKT 611 Advertising Management. As adjunct faculty members taught this elective for over five years before she took over, she had to create the syllabus and content for this class virtually from scratch. In order to ensure that her material was relevant to practice, she applied for (and won) a competitive scholarship from the Advertising Education Foundation that allowed her to spend two weeks at a top advertising agency (Saatchi & Saatchi in New York). Her evaluations for MKT 311 and MKT 611 have ranged from very good to excellent (they are all higher than the average RSB and marketing elective evaluations).

The doctoral seminar (on Consumer Behavior methods), covering the areas of judgment and decision making, was developed entirely by her and her evaluations have been essentially perfect.

Overall, our assessment is that Professor Burson is not only a very good to excellent teacher; but that she has demonstrated that her efforts in this domain have a very positive externality on other faculty in the area.

Research: Professor Burson's research areas are central to the domain of judgment and decision-making, an important and growing area in the field of marketing. Her research output is programmatic, rigorous, of very high quality and is published in the best journals. Her productivity is in line with her cohort's. Reviewers regularly noted her work as of the "highest quality" with some describing the number of papers as "average" or a "bit low." This, however, is the right quality/quantity tradeoff. Her research trajectory, both on quality (especially on the creativity dimension) and quantity (her large number of working papers, many past the first round at top journals) dimensions, is extremely positive. In terms of impact, her work is well recognized with citation counts that are in line with her peer group. One of her papers already has a relatively high citation count and has a good chance of being recognized as a landmark paper. In terms of external validation of her work, the academic community places a high value on the quality of her work as evidenced by numerous seminar invitations at top schools, participation in conferences both as a presenter and program committee member, refereeing activity and the field-wide mentorship role she has been asked to play for doctoral students. Her work has generated a lot of popular press coverage as well.

Recent and Significant Publications:

Burson, K. A., Faro, D., & Rottenstreich, Y. (Revising for resubmission to *Management Science*). Providing Multiple Units of a Good Attenuates the Endowment Effect.

Burson, K. A., Faro, D., & Rottenstreich, Y. (2010). ABC's of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating. *Organizational Behavior and Human Decision Processes*, 113, 1-12. (Lead article)

Larrick, R. P., Burson, K. A., & Soll, J. B. (2007). Social Comparison and Confidence: When Thinking You're Better than Average Predicts Overconfidence. *Organizational Behavior and Human Decision Processes*, 102(1), 76-94.

Burson, K. A. (2007). Consumer-Product Skill Matching: The Effects of Difficulty on Relative Self-Assessment and Choice. *Journal of Consumer Research*, 34(June), 104-110.

Burson, K. A., Larrick, R. P., & Klayman, J. (2006). Skilled or unskilled, but still unaware of it: How perceptions of difficulty drive miscalibration in relative comparisons. *Journal of Personality and Social Psychology*, 90(1), 60-77.

Service: Professor Burson has contributed much more to the marketing area than what can be reasonably expected for an untenured faculty member. She coordinated the undergraduate subject pool for two years, was the organizer of our seminar speaker series last year, and was on our faculty recruitment committee for three years. In addition, she represented Michigan at the Haring Doctoral Consortium one year and three years at the Ivey Business School symposium.

We should highlight that her contribution to the area goes much beyond the abovementioned formal service responsibilities. She is one of the most active and giving participants in seminars, brown bags, and job talks; she entertains and chaperons visiting speakers and job candidates frequently; writes and grades PhD exams; provides feedback on papers for faculty members and for PhD students; mentors junior and adjunct faculty and acts as a "counselor" for a large number of PhD students (even the ones that she does not work with directly). It would be hard to identify anyone in the area giving as much of themselves as Professor Burson. At the school level, she is always available to represent the marketing area, she attends all school meeting and participates in award ceremonies and other functions tirelessly.

External Reviewers:

Reviewer A: "...it is clear that Katherine has demonstrated the ability to publish high quality research in leading marketing and psychology outlets. ...she has a good pipeline and will soon have 10 high quality publications and additional working papers. ...it is clear that she is a talented and dedicated instructor. ...the University of Michigan will very likely recoup its investment if Katherine Burson is promoted."

Reviewer B: "I have a great deal of respect for her research and strongly support your decision to award tenure and promote her. All of her journal articles are in top marketing or psychology journals... ..her overall productivity is excellent... Summarizing, I feel that Professor Burson's research contributions have been important, and she is a top researcher in marketing and behavioral decision research, nationally and internationally."

Reviewer C: "I was so impressed by her intelligence, her thoughtfulness, and her kindness. Every one of Katherine's publications is an 'A' hit. ...her teaching ratings are phenomenal... I support Katherine's promotion and tenure with no reservations."

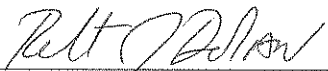
Reviewer D: "I...have always been impressed by the research questions she tackles as well as her research approach. ...I strongly recommend that Katherine be granted tenure. Her work is of consistently high quality and reflects thoughtfulness and care in execution."

Reviewer E: "From the start, I was very impressed by Katherine for her intelligence, research values, and depth of inquiry. These characteristics have manifested themselves in excellent papers that have cleared up points of confusion and conflict in the literature, provided a structure for subsequent inquiry, and suggested important insights for marketing. Katherine does big things well and her record easily supports a tenure decision. I highly recommend her promotion."

Reviewer F: "...I believe that Professor Burson has already made key contributions, and is poised to make many more in the years to come. ...whenever I have asked any graduate students to contact her for help and feedback, she has not only been quick to respond but also thorough and incisive with her feedback. I enthusiastically support a move to promote her to associate professor with tenure."

Summary of Recommendation:

We believe that Professor Burson has been and will continue to be a valuable asset for the Marketing Area. With this in mind, the Executive Committee and I strongly recommend Katherine Burson's promotion to associate professor of marketing, with tenure, Stephen M. Ross School of Business.



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Robert J. Dolan  
Edward J. Frey Dean of Business  
Stephen M. Ross Professor of Business  
Stephen M. Ross School of Business

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