

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

Scott I. Rick, 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

Ph.D.	2007	Carnegie Mellon University
M.S.	2004	Carnegie Mellon University
B.A.	2002	University of Houston (Honors College)

Professional Record:

2009-Present	Assistant Professor of Marketing, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2011–2012	Arnold M. & Linda T. Jacob Assistant Professor of Marketing, Stephen M. Ross School of Business, University of Michigan
2007–2009	Research Fellow, Risk Management and Decision Processes Center, the Wharton School, University of Pennsylvania
2007–2009	Lecturer, Department of Operations and Information Management, the Wharton School, University of Pennsylvania
2008–2009	Affiliated Faculty Member, LDI Center for Health Incentives and Behavioral Economics, University of Pennsylvania

Summary of Evaluation:

Teaching: Professor Rick has taught MKT 300 (the BBA MKT Core) each year (serving as the BBA Core Coordinator from 2010 to 2014). He also taught MKT 613 (Consumer Behavior) to MBA students in Winter 2015 and co-taught the Consumer Judgment and Decision Making seminar to doctoral students. He has done very well in MKT 300. His mean rating on Q8 has been 4.7 (as opposed to a mean rating of 4.4 of other faculty members teaching the same course contemporaneously). His performance in this class led to his winning the school wide BBA Teaching Excellence Award (based on a vote by the class of 2014). This is an impressive achievement as no MKT faculty member has won this award in the last decade. As a core coordinator, Professor Rick took on the course development and standardization, something that all the other BBA Core faculty teaching with him appreciated considerably.

Professor Rick did very well in his first MBA course with a 4.5 rating on Q8 and an enrollment of 59 (one section). Across the four sections of this class taught in 2012 and 2103 (the course was not staffed in 2014), the average Q8 rating was 4.0 and the enrollment per section was 44 (across two different instructors). He carried out extensive research, using syllabi from multiple

schools, to develop his course materials. The strong enrollment numbers are particularly notable, as the elective was offered after a gap of a year.

Professor Rick takes teaching very seriously. He understands his students and engages with them. His general approach to teaching emphasizes fundamentals and students have reacted very positively to that.

Research: Professor Rick's main research program focuses on how consumers make decisions that affect their financial well-being. While it is well known that consumers do not always make "optimal" (economically or psychologically) financial decisions, Professor Rick's work sheds light on why this is the case and more important, what marketers and policy makers can do about it. Professor Rick's work is relevant, rigorous, methodologically sound and impactful. This is consistent with the signal sent to him at the school level via the 2011-12 Arnold M. and Linda T. Jacob Faculty Development Award.

Recent and Significant Publications:

Olson, Jenny and Scott Rick, "Managing Debt and Managing Each Other: The Interpersonal Dynamics of Shared Financial Decisions." Working paper available on SSRN ([ssrn.com/abstract=2637637](http://ssrn.com/abstract=2637637)). Under review at *Journal of Consumer Research*.

Rick, Scott, Beatriz Pereira, and Katherine Burson (2014), "The Benefits of Retail Therapy: Making Purchase Decisions Reduces Residual Sadness," *Journal of Consumer Psychology*, 24 (3), 373-380.

Amar, Moty, Dan Ariely, Shahar Ayal, Cynthia Cryder, and Scott Rick\* (2011), "Winning the Battle but Losing the War: The Psychology of Debt Management," *Journal of Marketing Research*, 48 (Special Issue), S38-S50. \*Alphabetical authorship.

Rick, Scott, Deborah Small, and Eli Finkel (2011), "Fatal (Fiscal) Attraction: Spendthrifts and Tightwads in Marriage," *Journal of Marketing Research*, 48 (2), 228-237.

Rick, Scott, Cynthia Cryder, and George Loewenstein (2008), "Tightwads and Spendthrifts," *Journal of Consumer Research*, 34 (6), 767-782.

Service: Professor Rick is an excellent area citizen and a conscientious member of the Ross community and field of marketing. His formal service roles have included being the coordinator for the undergraduate marketing core class from 2010 to 2014, serving on the doctoral committee since 2011, coordinating the Marketing Seminar Series in 2013-14 and 2014-15, serving on the faculty recruiting for the 2012-13 academic year and serving on the journal evaluation committee in 2012 and 2013. At the school level, he has helped build bridges with UM and Ross students and alumni. He has been a speaker at BBA Orientation, at the BBA Marketing Club, for the UROP program at UM etc. In September 2015, he was the featured speaker at a Ross alumni event in New York City.

At the field level, Professor Rick has been the co-chair for the Interdisciplinary Science of Consumption Meeting (a pan University of Michigan conference) in 2012, has served on the program committees of important marketing and consumer behavior conferences (e.g., the 2016 Winter SCP Conference, the 2015 ACR North American Conference, the 2014 Behavioral Decision Research in Management Conference). In addition, he has served as a referee for top journals in marketing, consumer research, management, neuroscience and psychology. He is currently an Editorial Review Board member at the *Journal of Consumer Research*, the *Journal of Marketing Research* and *Organizational Behavior and Human Decision Processes*. He works actively to disseminate his research in via general vehicles (press, TV, radio), writes a blog on *Psychology Today* and connects to policy makers (e.g., he has spoken at the Consumer Financial Protection Bureau in Washington D.C., his work has been cited in the *Social Security Bulletin* and by Ben Bernanke in his report titled “Economic Measurement.”)

Professor Rick has also been heavily invested in doctoral education at Ross, via his work on the doctoral committee, and via serving on dissertation committees in marketing, psychology and technology and operations, including being the solo chair for two PhD students in 2014 and 2015. He is currently working as the main advisor to a third-year Ross marketing doctoral student.

Faculty members who have worked with Professor Rick on service commitments noted that he is very organized and in control, detail-oriented, conscientious, hard-working and reliable. In committees, he is often the first to finish the assigned task, is very dependable and is “generally a pleasure to work with.” We see his professionalism on committees, interest in outreach and mentorship of doctoral students as valuable attributes.

External Reviewers:

Reviewer A: “His overall productivity is at a level one would expect for promotion at a top institution such as the University of Michigan. He is a highly skilled scientist... ..the quality of work is high. We do feel that we set a high bar for tenure and promotion, so it is noteworthy that I believe that Professor Rick would receive our blessing. We value quality over quantity, but Professor Rick would not force us to make tradeoffs. In short, I can enthusiastically support his case.”

Reviewer B: “Professor Rick is a leading researcher in the area of consumer financial decision making. Being on the editorial boards of 4 highly regarded journals in marketing and psychology indicates both that the field holds his opinions in high regard and that his contributions in this regard are significantly higher than would be expected for a [junior] scholar. Professor Rick has been tremendously productive, and published high quality empirical research in the top journals in the field. In my opinion, he deserves promotion to Associate Professor with tenure at the University of Michigan.”

Reviewer C: “This is not a difficult case for me to consider. My overall assessment is that this is a very strong case. He would certainly be considered for tenure at...and I would enthusiastically support the appointment.”

Reviewer D: "...I would definitely support promotion and tenure of Prof. Rick if I were a member of your distinguished faculty or if Prof. Rick were up for tenure and promotion at my own institution. My students and I have relied on his work. I make it a point to read pretty much everything Scott Rick writes. I was impressed that the teaching and service statements also showed excellence in those categories. And my impression...is that he is a delightful guy who would be a great colleague. He is definitely a keeper."

Reviewer E: "...I can confidently say that this is a strong case. Scott is doing all the things we look for at...in tenure cases. He is doing important research that has important implications for theory and practice. He is an award winning and dedicated teacher and a good citizen at your school and in our academic field. Given the strength of his case, I recommend you promote him to Associate Professor and grant him tenure."

Summary of Recommendation:

Professor Rick's research program achieves excellence in quality and is more than sufficient in quantity and impact for him to be promoted to associate professor, with tenure, at this time. Moreover, he has been a consistently strong teacher and a committed and reliable faculty member in terms of service to the department, the Ross school and the field. With this in mind, I recommend Scott I. Rick for promotion to associate professor of marketing, with tenure, Stephen M. Ross School of Business.

*Alison Davis-Blake*

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Alison Davis-Blake  
Edward J. Frey Dean of Business  
Stephen M. Ross School of Business

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