

R. JUSTIN GOSS
Assistant Professor of Marketing
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EDUCATION

- Ph.D. Marketing (Consumer Psychology), The University of Texas at San Antonio, 2014.
- M.S. Applied Psychology, Montana State University, 2006.
- B.A. Psychology with Honors, California State University, Long Beach, 2003, Magna Cum Laude, Phi Beta Kappa.

JOURNAL ARTICLES

- Open Science Collaboration (2015). Estimating the reproducibility of psychological science. *Science*, 349 (6251). **(Equal Authorship)**.
- Silvera, David H., Bruce E. Pfeiffer, Frank R. Kardes, Ashley Arsenau, R. Justin Goss (2014), "Using imagine instructions to induce consumers to generate ad-supporting content," *Journal of Business Research*, 67 (7),1567-1572.
- Open Science Collaboration. (2013, invited submission). The Reproducibility Project: A model of large-scale collaboration for empirical research on reproducibility. In V. Stodden, F. Leisch, & R. Peng (Eds.), *Implementing Reproducible Computational Research (A Volume in The R Series)*. New York, NY: Taylor & Francis. **(Equal Authorship)**.
- Open Science Collaboration. (2012). "An open, large-scale, collaborative effort to estimate the reproducibility of psychological science." *Perspectives on Psychological Science*. **(Equal Authorship)**.
- Handley, Ian M. and R. Justin Goss (2012), "How Mental Simulations of the Future and Message-Induced Expectations influence Purchasing Goals," *Psychology & Marketing*, 29 (6), 401-410. **(Equal Authorship, Lead Article)**.
- Pedersen, William C., Thomas F. Denson, R. Justin Goss, Eduardo A. Vasquez, Nicholas J. Kelley and Norman Miller (2011), "The Impact of Rumination on Aggressive Thoughts, Feelings, Arousal, and Behavior," *British Journal of Social Psychology*, 50 (2), 281-301.

Sundie, Jill M. and R. Justin Goss (2009), "Signaling Style, Substance, and Smarts: An Evolutionary-informed Perspective on Consumer Motivation," *Evolutionary Psychology*, 7 (3), 371-373.

McGinnis, Debra, R. Justin Goss, Courtney Tessmer and Elizabeth M. Zelinski (2008), "Inference Generation in Young, Young-old and Old-old Adults: Evidence for Semantic Architecture Stability," *Applied Cognitive Psychology*, 22 (2), 171-192.

WORKS IN PROGRESS

Goss, R. Justin, David H. Silvera, Jill M. Sundie, "Antecedents and Consequences of Consumer Envy." Experiments complete. Manuscript in preparation. Targeted for *Journal of Consumer Psychology*.

Handley, Ian M., Christopher P. Bartak, R. Justin Goss, and Tiffany L. Dood, "The Warm Glow Versus the Dark Cloud: Affect Cues Familiarity," Experiments complete, manuscript in preparation. Targeted for *Journal of Experimental Social Psychology*.

Silvera, David. H., Daniel Laufer, Kate Gillespie, R. Justin Goss, and Ashley R. Arsenia, "The Antecedents and Consequences of Defensive Attributions in Product-harm Crises," Experiments complete, manuscript in preparation. Targeted for *Journal of Consumer Psychology*.

Silvera, David H., Harish Sujana, R. Justin Goss, and Ashley R. Arsenia, "The Effects of Training on Sales Supervisors' Evaluations of Ability," Manuscript in preparation. Targeted for *Journal of Marketing Research*.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Goss, R. Justin, David Silvera , and Jill Sundie (2015) , "Effects of Consumer Envy on Attitudes Toward Peers", in *NA - Advances in Consumer Research* Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, Pages: 787-787.

Goss, R. Justin, David H. Silvera, Daniel Laufer, Kate Gillespie, and Ashley R. Arsenia (2011), "Uh-Oh, This Might Hurt Our Bottom Line: Consumer and Company Reactions to Product Harm Crises," in *Advances in Consumer Research*, Vol. 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research.

Arsenia, Ashley. R., David H. Silvera, Mario Pandelaere, and R. Justin Goss (2011), "Brand Trait Transference: Acquiring the Characteristics of Products," Society for Consumer Psychology, Atlanta, GA.

- Goss, R. Justin and David H. Silvera (2011), "The Effect of Individual Differences in Working Memory Capacity on Susceptibility to the Omission Neglect Bias," Society for Consumer Psychology, Atlanta, GA.
- Arsena, Ashley R., David H. Silvera, Mario Pandelaere, and R. Justin Goss, (2010), "Brand Trait Transference: Acquiring the Characteristics of Products," Society for Consumer Psychology, St. Pete, FL.
- Goss, R. Justin, David H. Silvera, Daniel Laufer, Kate Gillespie, and Ashley R. Arsena (2010), "The Consequences of Product Harm Crises Moderated by Severity, Vulnerability, Brand Familiarity, and Company Response," Society for Consumer Psychology, St. Pete, FL.
- Silvera, David H., Tracy Meyer, Daniel Laufer, R. Justin Goss, Ashley R. Arsena (2010), "Threat Perception in Product Harm Crises: Do Older Consumers Feel More Vulnerable?" in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Goss, R. Justin, Ian M. Handley, and Brett M. Runnion (2010), "Developing Positive Attitudes and Strong Goals to Purchase Products of Fantasy," in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Arsena, Ashley R., R. Justin Goss, David H. Silvera, Frank R. Kardes, and Bruce Pfeiffer (2010), "Imagine Instructions: When Do They Help or Hurt Persuasion?" in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.
- Goss, R. Justin, Ashley R. Arsena, David H. Silvera, and Harish Sujan (2009), "The Effects of Training on Sales Supervisors' Evaluations of Ability," American Psychological Association, Toronto, Ontario, Canada.
- Goss, R. Justin, Ashley R. Arsena, David H. Silvera, Daniel Laufer, and Kate Gillespie (2009), "The Antecedents and Consequences of Defensive Attributions in Product-harm Crises," Society for Consumer Psychology, San Diego, CA.
- Handley, Ian M., Christopher P. Bartak, Tiffany L. Dood, and R. Justin Goss (2008), "Warm Glows and Dark Clouds: Affect Cues Familiarity," Society for Personality and Social Psychology, Albuquerque, NM.
- Goss, R. Justin and Ian Handley (2007), "Spinning Fantasies Into Consumer Attitudes: A Fantasy-Realization Perspective of Attitude Formation", in *Advances in Consumer Research*, Vol. 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, 439-440.

Andrews, Tessa M., Ian M. Handley, and R. Justin Goss (2006), "Maidens or Matriarchs: Who has More Casual Sex?" Human Behavior and Evolution Society, Philadelphia, PA.

Handley, Ian M., R. Justin Goss, Tiffany L. Dood and Tessa M. Andrews (2006), "Does the Self-Serving bias Serve the Self?" Western Psychological Association, Palm Springs, CA.

Pedersen, William C., Thomas F. Denson, R. Justin Goss, Eduardo A. Vasquez, Norman Miller, Hector Aguilar, J. Edwards, and Ian Walti (2005), "The Impact of Rumination on Aggressive Thoughts, Feelings, and Behavior," Society for Personality and Social Psychology, New Orleans, LA.

Edwards, Jordan W., William C. Pedersen, Thomas F. Denson, R. Justin Goss, Eduardo A. Vasquez, Norman Miller, H. Aguilar, and I. Walti (2005), "The Effect of Rumination on Aggressive Thoughts and Arousal Levels." Western Psychological Association, Portland, OR.

Goss, R. Justin (2003), "The Effects of Rumination on Aggression," Paper and presentation conducted at both the 2003 CSULB student research competition (1st Place) and the 2003 CSU state research competition.

McGinnis, Debra, Elizabeth M. Zelinski, and R. Justin Goss (2002), "Inference Predictors of Comprehension in Young-old and Old-old Adults," American Psychological Association, Chicago, IL.

McGinnis, Debra, Elizabeth M. Zelinski, Rudy Aguilera, and R. Justin Goss (2001), "Adult Age Differences in Inference Generation During Narrative Comprehension," American Psychological Association, San Francisco, CA.

AWARDS AND DISCTINCTIONS

Board of Advisors Outstanding Faculty Award 2016

UTSA Graduate Assistant Stipend, 2007-11

MSU College of Liberal Arts Scholarship, 2004

CSULB Outstanding Senior Graduate, Department of Psychology, 2003

Ambassador at the California State University Research Conference, 2003

1st Place—CSULB Student Research Competition (Behavioral Sciences), 2003

President's Scholarship (Full Academic), CSULB, 1999-2003

President's Honors List, 1999-2003

RESEARCH

Interests

Evolutionary Psychology

Nonconscious Processing
Impulsive and Reflective Influences on Decision Making

Experience

Member of Silvera Lab, Marketing Department, UTSA, Faculty Advisor: David Silvera, 2009
Subject Pool Coordinator, UTSA, 2008-09

Research Assistant, Marketing Department, UTSA, Faculty Advisor: David Silvera, 2007-14
Persuasion and Affect Lab Manager, 2005-06

Research Assistant, Department of Psychology, MSU, Faculty Advisors: Ian Handley and
Jennifer Boldry, 2004-06

Research Assistant, Department of Psychology, CSULB, Faculty Advisors: Bill Pedersen and
Debra McGinnis, 2000-03

TEACHING

Interests

Internet Marketing and e-Commerce

Principles of Marketing

International Marketing

Marketing Research

Consumer Behavior

Promotion

Entrepreneurial Marketing

Experience

Social Psychology (CSULB; TA)

Introduction to Statistics SPSS Lab (MSU)

Principles of Marketing (UTSA; CSU-P)

Electronic Marketing (UTSA; CSU-P)

Consumer Behavior (UTSA; CSU-P)

Marketing Management-MBA (CSU-P)

Marketing Research (CSU-P)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Personality and Social Psychology (SPSP)

Society for Consumer Psychology (SCP)
Phi Beta Kappa Honor Society, inducted 2003
Psi Chi Honor Society, inducted 2002

PROFESSIONAL EXPERIENCE

Freelance social media advisor for small startups.

- Organic SEO
- Inorganic SEO
- Retail website simplification
- Guerrilla marketing strategies
- Advise on distribution strategies
- Website language conversion
- Traditional advertisement development
- Nontraditional advertisement development
- Event and contest organization
- Event and contest execution

REFERENCES

David Silvera Associate Professor of Marketing College of Business University of Texas at San Antonio One UTSA Circle San Antonio, TX 78249 david.silvera@utsa.edu 210.458.6644	Ian Handley Associate Professor of Psychology Montana State University Bozeman, MT 59717 ihandley@montana.edu 406.994.6508	Robin L. Soster Assistant Professor of Marketing Walton College University of Arkansas 220 North Ozark Avenue Fayetteville, AR 72701 rsoster@walton.uark.edu 479.575.2547	Rick Utecht Associate Professor of Marketing College of Business University of Texas at San Antonio One UTSA Circle San Antonio, TX 78249 richard.utecht@utsa.edu 210.458.2525
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