

J. JEFFREY INMAN
(March 2018)

University of Pittsburgh
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EDUCATION

Ph.D., Marketing	University of Texas at Austin, Austin, TX	1990
MBA, Finance	Indiana University, Bloomington, IN	1982
BS, Mech. Eng.	General Motors Institute, Flint, MI	1979

ACADEMIC POSITIONS

2008-Present	Associate Dean for Research and Faculty University of Pittsburgh, Pittsburgh, PA
2003-Present	Albert Wesley Frey Professor of Marketing University of Pittsburgh, Pittsburgh, PA
2000-2003	Thomas Marshall Professor of Marketing University of Pittsburgh, Pittsburgh, PA
1998-2000	Associate Professor of Marketing University of Wisconsin-Madison, Madison, WI
1994-1998	Assistant Professor of Marketing University of Wisconsin-Madison, Madison, WI
1991-1994	Assistant Professor of Marketing University of Southern California, Los Angeles, CA

PROFESSIONAL EXPERIENCE

1982-88	Texas Instruments, Inc. - Dallas, TX
1979-81	General Motors Corporation - Indianapolis, IN

EDITORIAL BOARDS

<i>Journal of Consumer Research</i>	1999-
Editor-in-Chief	2018-
<i>Journal of Marketing Research</i>	1999-2016
Associate Editor	2006-2016
<i>Journal of Marketing</i>	2000-2016
Associate Editor	2011-2016
<i>Marketing Science</i>	2003-2018
<i>Journal of Retailing</i>	1999-
<i>Journal of Consumer Psychology</i>	2005-2017
<i>Intl Journal of Research in Mktg</i>	2006-2009; 2015-2017

HONORS AND AWARDS

President, Society of Consumer Psychology	2017
President, Association for Consumer Research	2012
MSI Academic Trustee	2009-2015
Katz Excellence in Research Award	2007, 2009, 2012, 2013, 2015
ISMS Practice Prize Competition Finalist	2004
AMA Marketing Communications SIG award for best marketing communications article written in 1998	2004
<i>Journal of Consumer Research</i> Best Reviewer Award	2004
<i>Journal of Marketing</i> Best Reviewer Award	2003, 2005
AMA/Sheth Ph.D. Consortium Faculty Representative	1999, 2001-2, 2005-6, 2008-13 2015-2017
Katz Excellence in Teaching Award	2003
Distinguished Professor Award, University of Pittsburgh	2001
UW University-Industry Relations Grant	1999
UW System Applied Research Grant	1999
Named as a top UW professor in <i>Business Week</i>	1998
MSI Doctoral Proposal Award	1990
State Farm Dissertation Competition Award	1990
AMA Ph.D. Consortium Student Representative	1990

PROFESSIONAL SERVICE

Boards and Committees

AMA Board of Directors (2016-present)
Policy Board: *Journal of ACR* (2014-2017)
Policy Board: *Journal of Consumer Research* (1998-2007)
 President (2005-2007)
 Vice-president (2000-2004)
Irwin Award Committee (2011-2014)
Advisory Board: *Association for Consumer Research* (2004-2006)
Publications Committee: *Association for Consumer Research* (2000-2007)
O'Dell Award Committee: *Journal of Marketing Research* (2000, 2004)
Ferber Award Committee: *Journal of Consumer Research* (2002)

Conference Chair/Track Chair

2017 AMA Winter Educators' Conference Co-Chair
2009 ACR Conference Co-Chair
2006 INFORMS Marketing Science Conference Co-Chair
2005 AMA Winter Educators' Conference Consumer Behavior Track Chair
2001 Association for Consumer Research Ph.D. Symposium Co-Chair
2000 SCP Conference Co-Chair
1999 AMA Summer Educators' Conference Track Chair

PUBLICATIONS IN SCHOLARLY JOURNALS

Didem Kurt, J. Jeffrey Inman, and Francesca Gino, "Religious Shoppers Spend Less Money," *Journal of Experimental Social Psychology*, in press.

Vijay Hariharan, Kalpesh Desai, J. Jeffrey Inman, and Debu Talukdar, "Shopper Marketing Moderators of the Brand Equity – Behavioral Loyalty Relationship," *Journal of Business Research*, (in press).

Goutham Rao, Victoria Bauer, Kristine Kuchta, J. Jeffrey Inman, and Anthony Solomonides (2017), "Yogurt, its Relationship to Cardiometabolic Outcomes, and Patterns of Consumption", *Current Cardiovascular Risk Reports*, (in press).

J. Jeffrey Inman and Hristina Dzhogleva (2017), "Shopper-Facing Retail Technology: A Retailer Adoption Decision Framework Incorporating Shopper Attitudes and Privacy Concerns", *Journal of Retailing* 93 (March), 7-28.

Efua Obeng, Ryan J. Luchs, J. Jeffrey Inman, and John Hulland (2016), "Survival of The Fittest: How Competitive Overlap and Retail Format Impact Incumbents' Vulnerability to New Entrants," *Journal of Retailing*, 92 (4), 383-396.

Hristina Dzhogleva and J. Jeffrey Inman (2015), "Healthy Choice: The Effect of Simplified POS Nutritional Information on Consumer Choice Behavior," *Journal of Marketing Research*, 52 (December), 817-835.

Timothy J. Gilbride, J. Jeffrey Inman, and Karen M. Stilley (2015), "The Role of Within-Trip Dynamics In Unplanned Versus Planned Purchase Behavior," *Journal of Marketing*, 79 (May), 57-73.

Peter C. Verhoef, P.K. Kannan, and J. Jeffrey Inman (2015), "From Multi-Channel Retailing to Omni-Channel Retailing," *Journal of Retailing*, 91 (June), 174-181.

Christopher Groening, J. Jeffrey Inman, and William Ross (2015), "The Role of Carbon Emissions in Consumer Purchase Decisions," *International Journal of Environmental Policy and Decision Making*, Vol. 1, No. 4, 261-296.

Goutham Rao, Katherine Kirley, Rebecca Weiss-Coleman, J. Jeffrey Inman, Victoria Bauer, Ying Zhou, and Victoria Hledin (2015), "Consumption Patterns of Sugar-Sweetened

Carbonated Beverages Among Children and Adolescents," *Current Cardiovascular Risk Reports*, 9 (4), 1-19.

Christopher Groening, J. Jeffrey Inman, and William Ross (2014), "Carbon Footprints in the Sand: Marketing in the Age of Sustainability," *Customer Needs and Solutions*, 1, (March), 40-51.

Sam K. Hui, Yanliu Huang, Jacob A. Suher, and J. Jeffrey Inman (2013), "Deconstructing the 'First Moment of Truth': Understanding Unplanned Consideration and Purchase Conversion Using In-Store Video Tracking", *Journal of Marketing Research*, 50 (August), 445-462.

Didem Kurt and J. Jeffrey Inman (2013), "Mispredicting Others' Valuations: Self-Other Difference in the Context of Endowment," *Journal of Consumer Research*, 40 (June), 78-89.

Sam K. Hui, J. Jeffrey Inman, Yanliu Huang, and Jacob A. Suher (2013), "The Effect of In-Store Travel Distance on Unplanned Purchase: Applications to Mobile Promotion Strategies," *Journal of Marketing*, 77 (March), 1-16. **Winner of the 2014 MSI/H. Paul Root Award for significant contribution to the advancement of marketing practice.**

Maureen Morrin, J. Jeffrey Inman, Susan Broniarczyk, Gergana Nenkov, and Jonathan Reuter (2012), "Investing for Retirement: The Moderating Effects of Fund Assortment Size on the 1/n Heuristic," *Journal of Marketing Research*, 49 (August), 537-550.

Maureen Morrin, Susan Broniarczyk, and J. Jeffrey Inman (2012), "Plan Format and Participation in 401k Plans: The Moderating Role of Investor Knowledge," *Journal of Public Policy and Marketing*, 31 (2), 254-268.

Meng Zhu, Darron M. Billeter, and J. Jeffrey Inman (2012), "The Double-edged Sword of Signaling Effectiveness: When Salient Cues Curb Post-Purchase Consumption," *Journal of Marketing Research*, 49 (February), 26-38.

Didem Kurt, J. Jeffrey Inman, and Jennifer J. Argo (2011), "The Influence of Friends on Consumer Spending: The Role of Agency-Communion Orientation and Self-Monitoring," *Journal of Marketing Research*, 48 (August), 741-754.

Maureen Morrin, Susan Broniarczyk and J. Jeffrey Inman (2011), "Fund Assortments, Gender, and Retirement Plan Participation," *International Journal of Bank Marketing*, 29(5), 433-450.

Venkatesh Shankar, J. Jeffrey Inman, Murali Mantrala, Eileen Kelley, and Ross Rizley (2011), "Innovations in Shopper Marketing: Current Insights and Future Research Issues," *Journal of Retailing*, 87S, S29-S42.

Karen M. Stilley, J. Jeffrey Inman and Kirk L. Wakefield (2010), "Planning to Make Unplanned Purchases? The Role of Discretionary Budgets in In-Store Decision Making," *Journal of Consumer Research*, 37 (August), 264-278.

Karen M. Stilley, J. Jeffrey Inman, and Kirk L. Wakefield (2010), "Spending on the Fly: Mental Budgets, Promotions, and Spending Behavior," *Journal of Marketing*, 74 (May), 34-47.

- J. Jeffrey Inman, Russell S. Winer, and Rosellina Ferraro (2009), "The Interplay Among Category Characteristics, Customer Characteristics, and Customer Activities on In-Store Decision Making," *Journal of Marketing*, 73 (September), 19-29.
- Gergana Nenkov, J. Jeffrey Inman, John Hulland, Maureen Morrin (2009), "The Impact of Outcome Elaboration on Susceptibility to Contextual and Presentation Biases," *Journal of Marketing Research*, 46 (December), 764-776.
- Adwait Khare and J. Jeffrey Inman (2009), "Daily, Weekly, and Holiday Patterns in Consumers' Caloric Intake," *Journal of Public Policy and Marketing*, 28 (Fall), 234-252.
- Tansev Geylani, J. Jeffrey Inman, and Frenkel ter Hofstede (2008), "Image Reinforcement or Impairment: The Effects of Co-Branding on Attribute Uncertainty," *Marketing Science*, 27 (4), 730-744.
- Song-Zan Chiou-Wei and J. Jeffrey Inman (2008), "Do Shoppers Like Electronic Coupons? A Panel Data Analysis," *Journal of Retailing*, 84 (September), 297-307.
- Xin He, J. Jeffrey Inman, and Vikas Mittal (2008), "Gender Jeopardy in Financial Risk Taking," *Journal of Marketing Research*, 45 (Aug), 414-424.
- Gergana Nenkov, J. Jeffrey Inman, and John Hulland (2008), "Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," *Journal of Consumer Research*, 35 (June), 126-141.
- Maureen Morrin, Susan Broniarczyk, J. Jeffrey Inman, and John Broussard (2008), "Saving for Retirement: The Effects of Fund Assortment Size and Investor Knowledge on Asset Allocation Strategies," *Journal of Consumer Affairs*, 42 (2), 206-222.
- J. Jeffrey Inman, Joonwook Park, and Ashish Sinha (2008), "A Dynamic Choice Map Approach to Modeling Attribute-Level Varied Behavior Among Stockkeeping Units," *Journal of Marketing Research*, 45 (February), 94-103.
- Andrea Maier, Zata Vickers, and J. Jeffrey Inman (2007), "Sensory-Specific Satiety. Its Crossovers, and Subsequent Choice of Potato Chip Flavors," *Appetite*, 49 (2), 419-428.
- J. Jeffrey Inman (2007), "Regret Regulation: Disentangling Self-Reproach from Learning," *Journal of Consumer Psychology* 17 (1), 19-24.
- Nitika Garg, Brian Wansink, and J. Jeffrey Inman (2007), "The Influence of Incidental Affect on Consumers' Food Intake," *Journal of Marketing*, 71 (January), 194-206.
- Adwait Khare and J. Jeffrey Inman (2006), "Habitual Behavior In American Eating Patterns: The Role of Meal Occasions," *Journal of Consumer Research*, 32 (March), 567-575.
- Ashish Sinha, J. Jeffrey Inman, Joonwook Park, and Yantao Wang (2005), "Attribute Drivers: A Factor Analytic Choice Map Approach for Understanding Choices Among SKUs," *Marketing Science*, 24 (Summer), 351-359.

- Nitika Garg, J. Jeffrey Inman, and Vikas Mittal (2005), "Incidental and Task-Related Affect: A Re-Inquiry and Extension of the Influence of Affect on Choice," *Journal of Consumer Research*, 32 (June), 154-159.
- Rebecca J. Slotegraaf and J. Jeffrey Inman (2004), "Longitudinal Shifts in the Drivers of Satisfaction with Product Quality: The Role of Attribute Resolvability," *Journal of Marketing Research*, 41 (August), 269-280.
- Priya Raghurir, J. Jeffrey Inman, and Hans Grande (2004), "The Three Faces of Consumer Promotions," *California Management Review*, 46 (Summer), 23-42.
- J. Jeffrey Inman, Venkatesh Shankar, and Rosellina Ferraro (2004), "The Roles of Channel-Category Associations and Geodemographics in Channel Patronage" *Journal of Marketing*, 68 (April), 51-71.
- Kirk L. Wakefield and J. Jeffrey Inman (2003), "Situational Price Sensitivity: The Role of Consumption Occasion, Social Context, and Income," *Journal of Retailing*, 79 (4), 199-212.
- Rebecca J. Slotegraaf, Christine Moorman, and J. Jeffrey Inman (2003), "The Role of Firm Resources in Returns to Market Deployment," *Journal of Marketing Research* 40 (August), 295-309.
- J. Jeffrey Inman and Marcel Zeelenberg (2002), "Regret in Repeat Purchase versus Switching Decisions: The Attenuating Role of Decision Justifiability," *Journal of Consumer Research*, 29 (June), 116-128.
- J. Jeffrey Inman (2001), "The Role of Sensory-Specific Satiety in Attribute-Level Variety Seeking," *Journal of Consumer Research*, 28 (June), 105-120.
- Roland T. Rust, J. Jeffrey Inman, Jianmin Jia and Anthony Zahorik (1999), "What You Don't Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions," *Marketing Science*, 18 (1), 77-92.
- Steven P. Brown, Pamela M. Homer, and J. Jeffrey Inman (1998), "A Meta-Analysis of Relationships Between Ad-Evoked Feelings and Advertising Responses," *Journal of Marketing Research*, 35 (February), 114-126. Winner of AMA Marketing Communications Special Interest Group award for best marketing communications article published in 1998. Reprinted in *Advertising Research: The Internet, Consumer Behavior, and Strategy* (2000), G. Zinkhan (ed.), 51-74.
- Aric Rindfleisch and J. Jeffrey Inman (1998), "Explaining the Familiarity-Liking Relationship: Mere Exposure, Information Availability, or Social Desirability?" *Marketing Letters*, 9 (February), 5-20.
- J. Jeffrey Inman, James S. Dyer, and Jianmin Jia (1997), "A Generalized Utility Theory Model of Disappointment and Regret Effects on Post-Choice Valuation," *Marketing Science*, 16 (2), 97-111.
- J. Jeffrey Inman, Anil C. Peter, and Priya Raghurir (1997), "Framing the Deal: The Role of Restrictions in Accentuating Deal Value," *Journal of Consumer Research*, 24 (June), 68-79.

Hans C.M. van Trijp, Wayne D. Hoyer, and J. Jeffrey Inman (1996), "Why Switch?: Product Category-Level Explanations for True Variety Seeking Behavior," *Journal of Marketing Research*, 33 (August), 281-292.

J. Jeffrey Inman and Leigh McAlister (1994), "Do Coupon Expiration Dates Affect Consumer Behavior?" *Journal of Marketing Research*, 31 (August), 423-428.

Russell S. Winer, Randy E. Bucklin, John Deighton, Tulin Erdem, Peter S. Fader, J. Jeffrey Inman, H. Katahira, Kay Lemon, and Andrew Mitchell (1994), "When Worlds Collide: The Implications of Panel Data-Based Models for Consumer Behavior," *Marketing Letters*, 5 (July), 383-394.

J. Jeffrey Inman and Leigh McAlister (1993), "A Retailer Promotion Policy Model Considering Promotion Signal Sensitivity," *Marketing Science*, 12 (Fall), 339-356.

Kirk L. Wakefield and J. Jeffrey Inman (1993), "Who are the Price Vigilantes? An Investigation of Differentiating Characteristics Influencing Price Information Processing," *Journal of Retailing*, 69 (Summer), 216-233.

Scott Davis, J. Jeffrey Inman, and Leigh McAlister (1992), "Promotion Has a Negative Effect on Brand Evaluations - Or Does It? Additional Disconfirming Evidence," *Journal of Marketing Research*, 21 (February), 143-148.

J. Jeffrey Inman, Leigh McAlister, and Wayne D. Hoyer (1990), "Promotion Signal: Proxy for a Price Cut?" *Journal of Consumer Research*, 17 (June), 74-81.

MSI REPORTS

Karen M. Stille, J. Jeffrey Inman, and Kirk L. Wakefield (2008), "Spending on the Fly: Mental Budgets, Promotions, and Spending Behavior," Marketing Science Institute: Cambridge, MA.

J. Jeffrey Inman, Venkatesh Shankar, and Rosellina Ferraro (2002), "You Are Where You Shop: An Examination of Product Category-Channel Associations and the Drivers Cross-Channel Variation in Shopping Behavior," Marketing Science Institute: Cambridge, MA.

J. Jeffrey Inman and Russell S. Winer (1998), "Where the Rubber Meets the Road: A Model of In-Store Consumer Decision Making," Marketing Science Institute Report 98-122. Marketing Science Institute: Cambridge, MA. Highlighted on the April 15, 1999 front page of the *Wall Street Journal* and on NPR's *All Things Considered*.

J. Jeffrey Inman and Leigh McAlister (1992), "A Model Incorporating Promotion Signal Sensitivity for Prescribing Retailer Promotion Policy," Marketing Science Institute Technical Working Paper 92-107. Marketing Science Institute: Cambridge, MA.

Scott Davis, J. Jeffrey Inman, and Leigh McAlister (1992), "Promotion Has a Negative Effect on Brand Evaluations - Or Does It? Additional Disconfirming Evidence," Marketing Science Institute Special Report 92-105. Marketing Science Institute: Cambridge, MA.

BOOK CHAPTERS

Hristina Dzhogleva Nikolova, J Jeffrey Inman, Jim Maurer, Andrew Greiner, Gala Amoroso (2014), "The Shopper-Centric Retailer: Three Case Studies on Deriving Shopper Insights from Frequent Shopper Data," in *Review of Marketing Research: Shopper Marketing and the Role of In-Store Marketing*, D. Grewal, A Roggeveen, and J Nordfalt (Eds.). Emerald Books: Bingley, UK.

Zeelenberg, Marcel, J. Jeffrey Inman, and Rik G.M. Pieters (2000). "What We Do When Decisions Go Awry: Behavioral Consequences of Experienced Regret," J. Baron, G. Loomes, & E. Weber (Eds.). *Trade-offs in Decision Making: Honouring the Memory of Jane Beattie*. Cambridge, MA: Cambridge University Press.

WORKING PAPERS

Leonard Lee, Jeffrey Inman, Jennifer J. Argo, Tim Böttger, Utpal Dholakia, Timothy Gilbride, Koert van Ittersum, Barbara Kahn, Ajay Kalra, Donald R. Lehmann, Leigh M. McAlister, Venkatesh Shankar, and Claire I. Tsai, "From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model", conditionally accepted at *Journal of the Association for Consumer Research*.

Shiri Melumad, J. Jeffrey Inman, and Michel T. Pham, "The Distinct Psychology of Smartphone Use: Smartphone-Generated Content as Emotional Expression," third revision invited at *Journal of Marketing Research*.

Didem Kurt, J. Jeffrey Inman, and Jennifer J. Argo, "The Last One on Roll Call and Unplanned Shopping," revising for resubmission to *Journal of Consumer Research*.

Priya Raghubir, Kirk L. Wakefield, and J. Jeffrey Inman, "The Art of Framing the Deal: Restrictions, Rewards, and the Role of Presentation Order," revision invited at *Journal of Consumer Psychology*.

Nitika Garg and J. Jeffrey Inman, "Misery Wants Control: The Roles of Helplessness and Choice in the Sadness-Consumption Relationship", revision invited at *Journal of Consumer Psychology*.

Michael R. Sciandra, J. Jeffrey Inman, and Andrew Stephen, "Digital Distraction: The Impact of In-store Mobile Technology Use on Decision Making," revision invited at *Journal of the Academy of Marketing Science*.

Takashi Teramoto, Akira Shimizu, J. Jeffrey Inman, and Kaichi Saito, "The Effects of Exposure to Online and Offline Media on the Trial and Repeat Purchase of New Products," revising for resubmission to the *Journal of Marketing*.

Darron M. Billeter, Meng Zhu, and J. Jeffrey Inman, "Seeing is Believing: The Effect of Packaging Transparency on Product Preference," finalizing for submission to *Journal of Marketing*.

Ryan J. Luchs, J. Jeffrey Inman, and Venkatesh Shankar, "Channel Blurring: A Study of Cross-Format Shopping Among U.S. Households," revision invited at *Journal of Retailing*.

Jaap Boter, Leonard J. Paas, J. Jeffrey Inman, and Michel Wedel, "Individual Differences in Sensory Modality Dominance and Influences on Choice Behavior for Hedonic Products," revision invited at *Journal of Marketing Behavior*.

MEMBERSHIPS

Association for Consumer Research
American Marketing Association
INFORMS
Society for Consumer Psychology
Beta Gamma Sigma
Tau Beta Pi

DISSERTATIONS CHAIRED

<u>Student Name</u>	<u>Year</u>	<u>Placement</u>
Hristina Nikolova (co-chaired with Cait Lamberton)	2014	Boston College
Mike Sciandra	2014	Fairfield University
Efua Obeng	2013	Salisbury University
Didem Kurt	2012	Boston University
Karen Stillely	2009	St. Vincent University
Ryan Luchs	2008	Duquesne University
Gergana Nenkov	2005	Boston College
Rama Subramaniam (co-chaired with Esther Gal-Or)	2004	University of Kansas
Nitika Garg	2003	University of Mississippi
Xin He (co-chaired with Vikas Mittal)	2003	University of Central Florida
Adwait Khare	2002	University of Houston

COURSES TAUGHT

Shopper Insights (MBA)
Category Management (MBA)
Marketing Management (MBA Core)
Consumer Behavior (PhD)
Data-Based Marketing Insights (MBA)
Marketing Research (MBA, BBA)

Marketing Strategy (MBA)
Analysis of Commercial Databases (MBA)
Data Analysis for Managers (MBA)

EXPERT WITNESS EXPERIENCE

2013	Dominican Republic
2012	SightSound Technologies, LLC Government of the Dominican Republic
2005	FLOORgraphics Inc.
2003	Quarra Stone Co, LLC
1996	Sallmetall BV
1995	3M Corporation

INVITED PRESENTATIONS

- 2017 University of Southern California
KULeuven
Boston University
- 2016 Duke University
Iowa State University
University of Cincinnati
University of Vienna
Rice University
University of Houston
Swiss Consumer Research Summit
- 2015 University of Illinois
Northwestern University
Dartmouth
BYU
- 2014 HKUST
ESMT
Columbia University
UT-Arlington
Johns Hopkins University
UT-Dallas
- 2013 Northwestern University
Temple University
The Wharton School
Georgia Tech
- 2012 University of Iowa
University of North Carolina
University of Florida
Syracuse University
- 2011 Virginia Tech
University of Tennessee
- 2010 University of Wisconsin
SMU
- 2009 University of Maryland
University of Utah
University of Miami
New York University
- 2008 University of Alberta
Washington State University
UC-Berkeley
Notre Dame
- Boston College
- 2007 Tilburg University
INSEAD
Arizona State University
Indiana University
- 2006 University of British Columbia
Rutgers University–Camden
Georgetown University
Penn State
- 2005 Washington University at St. Louis
Columbia University
University of Colorado
- 2004 Cornell University
SUNY-Buffalo
University of Houston
- 2003 University of Washington
- 2002 Baylor University
- 2001 University of Western Ontario
The Ohio State University
Carnegie Mellon University
University of Minnesota
- 2000 The Wharton School
University of Virginia
- 1999 University of Pittsburgh
University of Texas
Vanderbilt University
- 1997 University of Chicago
University of Illinois
- 1996 Dartmouth College
- 1993 University of Wisconsin
Vanderbilt University
University of Florida
Southern Methodist University
University of Texas at Dallas