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### PUBLICATIONS<sup>1</sup>

#### Articles and Book Chapters

- (2006) Naqvi, N., Shiv, B., Bechara, A., *The role of emotion in decision making: A cognitive neuroscience perspective*, Current Directions in Psychological Science, vol. 15(5), 260-264
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- (2005) Shiv, B., Carmon Z., and Ariely D., *Ruminating about placebo effects of marketing actions*, Journal of Marketing Research, 410-414.
- (2005) Shiv, B., Carmon Z., and Ariely D. (forthcoming), *Placebo effects of marketing actions: consumers may get what they pay for*, Journal of Marketing Research, 383-393.
- (2005) Shiv, B., Bechara, A., Levin, I., Alba, J.W., Bettman, J.R., Dube, L., Isen, A., Mellers, B., Smidts, A., Grant, S.J., McGraw, P. *Decision neuroscience*, Marketing Letters, Volume 16, Numbers 3-4 / December, 2005 375-386.
- (2005) Nowlis, S. and Shiv, B. *Influence of consumer distractions on the effectiveness of food sampling programs*, Journal of Marketing Research, 42 (May), 157-168.
- (2005) Ferraro, R., Shiv, B., and Bettman, J. R., *Let us eat and drink, for tomorrow we shall die: Effects of mortality salience and self-esteem on self-regulation in consumer choice*. Journal of Consumer Research, 32 (June), 65-75.
- (2004) Shiv, B., Edell Britton J.A., and Payne J. W., *Does elaboration increase or decrease the effectiveness of negatively versus positively framed messages?* Journal of Consumer Research, 31 (June), 199-208.
- (2004) Shiv, B. and Nowlis, S., *Effects of distraction while tasting a food sample: The interplay of informational and affective components in subsequent choice*, Journal of Consumer Research, 31 (December), 599-608.
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- (2001) Fitzsimons, G. and Shiv, B., *Non-conscious and contaminative effects of hypothetical questions on subsequent decision making*, Journal of Consumer Research, 28 (September), 224-238.
- (2000) Shiv, B. and J. Huber, *The impact of anticipating satisfaction on choice*, Journal of Consumer Research, 27 (September), 202-216.
- (1999) Shiv, B. and Fedorikhin, A., *Heart and mind in conflict: Interplay of affect and cognition in consumer decision making*, Journal of Consumer Research, 26 (December), 278-282.
- (1998) Kirmani, A., and B. Shiv, *The effects of source congruity on brand attitudes and beliefs: The moderating role of issue-relevant elaboration*, Journal of Consumer Psychology, 7 (1), 25-48.
- (1997) Shiv, B., J.A. Edell, and J.W. Payne, *Factors affecting the impact of negatively and positively framed ad messages*, Journal of Consumer Research, 24 (December), 285-94.

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<sup>1</sup> Not to be considered as full list. Updated: January 26, 2007.