

CURRICULUM VITAE

Peter J. Boyle

CONTACT INFORMATION

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College of Business
Central Washington University
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EDUCATION

Ph.D., Cornell University, U.S.A., 1994
M.Sc., Cornell University, U.S.A., 1993
M.B.A., Memorial University, Canada, 1986
B.A., St. Thomas University, Canada, 1982

ACADEMIC EXPERIENCE

1994–present Assistant, Associate, Professor, College of Business, Central Washington University
2014–2105 Visiting Professor, Foster School, University of Washington, Seattle
2012 (summer) Visiting Professor, Sogang Business School, Sogang University, Seoul, Korea
2010 (spring) Visiting Professor, Sogang Business School, Sogang University, Seoul, Korea
2009 (fall) Visiting Professor, KUBS, Korea University, Seoul, Korea
2009 (summer) Visiting Professor, Whitman School, Syracuse University
2001–2002 Visiting Professor, University of Washington Bothell, Seattle
1993 (fall) Visiting Assistant Professor, MBA Program, Koç University, Istanbul, Turkey
1992–1994 Part-time Lecturer, Johnson School of Management, Cornell University
1986–1988 Assistant Professor, Commerce Department, Mount Allison University, Canada

OTHER EXPERIENCE

1989 Consultant, Electronics Industry
1986 Market Researcher, Omnifacts Research, Canada
1985 Senior Consultant, P.J. Gardiner Institute for Small Business Studies, Canada

AWARDS and RECOGNITION

Participant, *Faculty Showcase for Innovative Teaching*, CWU, 2022
Nominated, *Excellence in Teaching*, College of Business, 2014, 2012, 2011, 2007, 2004, 2003, 1999
Advertising Education Foundation Visiting Professor, Razorfish Digital Media, Seattle, 2012
BK21 Program Award, Sogang University, 2010
Research Paper of the Year Award, College of Business, CWU, 2000
Excellence in Teaching Award (Young-faculty award), CWU, 1998
Advertising Education Foundation Visiting Professor, Ogilvy & Mather, New York, 1996
Top-10 Course (Teaching), Johnson School of Management, Cornell University, 1993

TECHNOLOGY EXPERIENCE (mode of course delivery)

Extensive graduate- and undergraduate-level experience with: Synchronous and asynchronous course content development and delivery via traditional-format, interactive-television, fully-online, hybrid-format, and synchronous format; Developing courses for hybrid, traditional and online formats; Creating content (e.g., teaching videos, online tests and exercises) for new-technology-based courses; Interacting and communicating with distant-students via DE/ITV technology and Zoom. Early adopter DE/ITV, LMS (Canvas/Blackboard/other), and Zoom. Created and delivered first online Marketing course (2011); created and delivered first Zoom-format synchronous College of Business course (2018); established online program for Marketing Specialization (2020).

TEACHING EXPERIENCE (graduate & undergraduate courses; F2F, hybrid & online)

Principles of Marketing, Marketing Management, Marketing Strategy, Strategic Decision Making, Consumer Behavior, Channels of Distribution, Marketing Research, Managerial Decision Making, International Marketing, Advertising, Promotions, Organizational Behavior.

CURRENT RESEARCH INTERESTS

Decision processes of consumers, professionals; information distortion; overconfidence; consumer knowledge and expertise.

SELECTED PUBLICATIONS

Boyle, P. J., & Nye, P. (2026). Information distortion as a source of overconfidence in managerial decisions. *Judgment and Decision Making*, 21, e3.

Boyle, P. J., Russo, J. E., & Kim, J. (2025). “When deciding creates overconfidence,” *Judgment and Decision Making*, 20, e15. <https://doi.org/10.1017/jdm.2024.39>

Boyle, P.J. & Kim, J.Y. (2024). “The impact of store brands on intangible aspects of consumer welfare,” *Journal of International Consumer Marketing*, 36(2), 151-165.

Boyle, P.J. (2022). “Price-quality relationships for products with and without private labels,” *Advances in National Brand & Private Label Marketing. Ninth International Conference*, (Eds). Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, & Marco Ieva.

Boyle, P.J., Lathrop, E.S. & Kim, H. (2021). “Store brand vs. national brand prices: Willingness to pay ≠ willingness to accept,” *Journal of Global Scholars of Marketing Science*, 31(4), 563-579.

Boyle, P.J. & Purdon, M. (2019). “The Information distortion bias: Implications for medical decisions,” *Medical Education*, 53, 1077-1086.

Boyle, P.J., Kim, H. & Lathrop, E.S. (2018). “The relationship between price and quality in durable product categories with private label brands,” *Journal of Product & Brand Management*, 27(6), 647-660. DOI: 10.1108/JPBM-09-2017-1590.

Boyle, P.J. & Lathrop, E.S. (2013). “The value of private label brands to U.S. consumers: An objective and subjective assessment,” *Journal of Retailing and Consumer Services*, 20(1), 80-86.

Boyle, P.J., Hanlon, D. & Russo, J.E. (2011). “The value of task conflict to group decisions,” *Journal of Behavioral Decision Making*, 21(3), 212-227.

COMPETITIVE RESEARCH PRESENTATIONS

Boyle, P.J. & Kim, J., “Consumer Wellbeing: The Indirect Impact of Private Label Brands on Quality of Life,” 2023 Macromarketing Conference, Seattle, 19-22 June 2022

Boyle, P.J., “Price-Quality Relationships for Products With and Without Private Labels,” Research on National Brand & Private Label Marketing 9th International Conference, Barcelona (virtual), 27-28 June 2022

Boyle, P.J., Russo, J.E. & Kim, J., “Decisions as a Source of Unjustified Confidence: A Study of Entrepreneurs,” 62nd Annual Meeting of Psychonomic Society virtual conference, 4-7 Nov 2021

COMPETITIVE RESEARCH PRESENTATIONS (cont'd)

- Boyle, P.J., Lathrop, E.S. & Kim, H., “Store brand vs. national brand prices: Willingness to pay ≠ willingness to accept,” poster presentation, Subjective Probability, Utility & Decision Making conference, Amsterdam, 18-22 Aug 2019
- Boyle, P.J. & Nye, P., “Goal Consistency as a Source of Bias in Resolving Ethical Dilemmas,” poster presentation, Society for Judgment and Decision Making, Long Beach, 21-24 Nov 2014
- Boyle, P.J., & Kim, J.Y., “Effect of induced entrepreneurial mindset on venture-decision confidence,” Society for Probability, Uncertainty and Decision Making, Barcelona, Spain, 18-22 Aug 2013
- Boyle, P.J., & Stinson, J.L., “Restaurant ratings: The influence of menu fonts,” Forty Second Annual Meeting of the Western Decision Sciences Institute, Long Beach, CA, 26-29 Mar 2013
- Boyle, P.J. & Russo, J.E, “Unwarranted Confidence,” Society for Probability, Uncertainty and Decision Making, London, U.K., 21-25 Aug 2011
- Boyle, P.J., Hanlon, D. & Russo, J.E, “The Role of Group Conflict in Reducing Information Distortion,” Society for Judgment and Decision Making, Chicago, 15-17 Nov 2008
- Boyle, P.J., Hanlon D. & Russo, J.E. “Predecisional Information Distortion by Entrepreneurs,” (Competitive Paper Presentation), International Conference for Small Business, Halifax, NS, 22-25 June 2008
- Boyle, P.J. & Hanlon D., “The Distortion of Information by Decision Makers in an Entrepreneurial Setting,” CCSBE Conference Proceedings, Victoria, B.C., 6-8 November 2003
- Boyle, P.J., “The Management of Effort in a Product-Choice Task,” Western Decision Sciences Institute conference, Hawaii, 18-22 April 2000
- Saad, G. & Boyle, P.J., “When Do Experts Close Up Shop? A Study of the Use of Sequential Information in a Purchase Decision,” Marketing Science Conference, Paris, France, 10-13 July 1998
- Boyle, P.J. & Saad, G., “Backtracking in a Sequential Information Choice Environment,” INFORMS Conference, Seattle, 25–28 October 1998
- Boyle, P.J., “Consumer Decision Processes: Getting More (and Better) Information,” Eighth Biennial World Marketing Congress, Kuala Lumpur, Malaysia, 24-27 June 1997
- Boyle, P.J., “The Use of Video Tape as a Non-Verbal Process Tracing Technique,” Twenty-Fifth Annual Meeting of the Western Decision Sciences Institute, Seattle, 2-6 April 1996
- Boyle, P.J. & E.S. Lathrop, “Learning or Distortion? Attribute Impact Shifts Among Experts and Novices,” Marketing Science Conference, Sydney, Australia, 2-5 July 1995
- Boyle, P.J., “Expertise in a Constructive Product Choice Task,” Seventh Biennial World Marketing Congress, Melbourne, Australia, 6-10 July 1995

COMPETITIVE GRANTS RECEIVED (as an individual)

Course Development Grant, CWU, Fall 2022
Research Grant, College of Business, Summer 2021
Research Grant, College of Business, Summer 2020
Grant, Foundations of Online and Remote Instruction Canvas Course, CWU, Spring 2020
MBA Course Proposal, College of Business, 2018
Faculty Research Appointment, Central Washington University, Summer 2016 (with W. Cook)
Faculty Research Grant, College of Business, 2012
Faculty Research Grant, College of Business, 2 in 2008
Faculty Research Grant, College of Business, 2000
Faculty Research Grant, Central Washington University, Fall 1995
Faculty Research Grant, Central Washington University, Spring 1995
Faculty Research Grant, Central Washington University, Spring 1994
Research Award, Central Washington University, Summer 2000
Research Award, Central Washington University, Summer 1997
Faculty Development Grant, Central Washington University, 1997
Research Grant, School of Business and Economics, Summer 1999
Research Grant, School of Business and Economics, Summer 1998
Research Grant, School of Business and Economics, Summer 1997
Research Grant, School of Business and Economics, Summer 1996
Research Grant, School of Business and Economics, Summer 1995
International Programs Grant, Central Washington University, 2008
International Programs Grant, Central Washington University, 2005
International Programs Grant, Central Washington University, 1997
International Programs Grant, Central Washington University, 1995
Instructional Development Grant, School of Business and Economics, 1997
Instructional Development Grant, School of Business and Economics, 1996
Instructional Development Grant, School of Business and Economics, 1995

COMPETITIVE GRANTS RECEIVED (as part of a team)

International Programs Grant (award: \$150,000), U.S. Department of Education, 1998

PROFESSIONAL ACTIVITIES

2024 Judge, Student Poster Sessions, Annual Meeting, Society for Judgment and Decision Making, NYC, November 22–25
2023 Ad hoc reviewer, Journal of Retailing and Consumer Services
2022 Ad hoc reviewer, Journal of Product & Brand Management
2022 Reviewer, National Brand & Private Label Conference, Barcelona, June 27–28
2021 Innovation, Entrepreneurship & Technology Group presentation (Russo), SC Johnson College of Business, Cornell University: “Entrepreneurial Overconfidence: How a Bias During a Venture Builds False Confidence,” Nov 3
2021 Scientific Review Committee, Global Conference on Services and Retail Management (Virtual), May 11–13

- 2021 Ad hoc reviewer, Journal of Product & Brand Management
- 2020 Ad hoc reviewer, Journal of Product & Brand Management
- 2020 Judge, Student Poster Sessions, Annual Meeting, Society for Judgment and Decision Making (Virtual), November 15–18
- 2019 Judge, Student Poster Sessions, Annual Meeting, Society for Judgment and Decision Making, New Orleans, November 16–19
- 2018 Guest Speaker, Negotiation Course, UW Bothell: “Making Good Decisions”
- 2018 Ad hoc reviewer, Journal of Product & Brand Management
- 2017 Ad hoc reviewer, Journal of Retailing and Consumer Services
- 2017 Judge, Student Poster Sessions, Annual Meeting, Society for Judgment and Decision Making, Vancouver, November 10–13
- 2017 Global Conference on Services and Retail Management, Scientific Review Committee, Naples, Italy, May 11–13
- 2017 Guest Speaker, Communication Course, MPA, UW: “Decision Overconfidence”
- 2017 Ad hoc reviewer, Journal of Retailing & Consumer Studies
- 2016 Judge, SOURCE posters, CWU-Lynnwood, May 17
- 2016 Attended AACSB “Redesigning the MBA” Seminar, Indianapolis, May 7–10
- 2016 Guest Speaker, Communication Course, MPA, UW: “Decision Overconfidence”
- 2016 Guest Speaker, Negotiation Course, UW Bothell: “Decision Overconfidence”
- 2015 Guest Speaker, Communication Course, MPA, UW: “Decision Overconfidence”
- 2014 Presenter, Boeing Training Session: “Barriers to Good Decisions”
- 2014 Guest Speaker, Negotiation Course, UW Bothell: “Decision Overconfidence”
- 2012 Judge, Student Poster Sessions, Annual Meeting, Society for Judgment and Decision Making, Minneapolis, November 16–19
- 2012 Invited Speaker, Business Research Series, School of Business, Pacific Lutheran University, Tacoma: “Effect of Induced Entrepreneurial Goals,” October 12
- 2012 Guest Speaker, MBA Retreat, UW Bothell: “Confident Decisions,” September 18
- 2012 Guest Speaker, MBA Retreat, UW Bothell: “Confident Decisions,” September 12
- 2012 Guest Speaker, Negotiation Course, UW Bothell: “Decision Overconfidence,”
- 2012 Guest Speaker, Entrepreneurship Seminar, UW Bothell: “Entrepreneurial Illusions,”
- 2011 Judge, EET/SOURCE Business Plan Competition written proposals, CWU, May 19
- 2011 Judge, Student Poster Sessions, Annual Meeting, Society for Judgment and Decision Making, Seattle, November 5–7
- 2011 Invited Speaker, Business Research Series, School of Business, Pacific Lutheran University, Tacoma: “Information Distortion and Overconfidence in Decisions,” (based on joint work with D. Hanlon & J. Russo); October 14
- 2010 Invited Speaker, Consumer Studies Department, Seoul National University, Seoul
- 2010 Ad Hoc Reviewer, Journal of Retailing and Consumer Services
- 2010 Reviewer, Global Marketing Conference, CB Track, Tokyo, Japan, September 9–12
- 2010 Panelist, LG 2010 Insight Forum: “Challenges for Global Korean Companies,” (Keynote speaker: Peter Skarzynski, CEO, Strategos), Seoul, Korea, May 6
- 2010 Guest Speaker, New Trends in Marketing Series, Business School, Korea University: “Overconfidence in Decision Making,” March 12, Seoul, Korea

- 2009 Panelist, 3rd Annual Conference on Green Marketing: “Measures to Revitalize Green Marketing for Active Green Product Purchasing” (Keynote conference speaker: Al Gore), Suwon, Korea, October 20
- 2009 Invited Speaker, Research Seminar, Korea University Business School, Korea University, Seoul, (based on joint work with D. Hanlon & J. Russo)
- 2009 Invited Speaker, META Business Institute: “Information Distortion and Overconfidence in Decisions,” Seoul, Korea (based on joint work with D. Hanlon & J. Russo)
- 2009 Invited Speaker, Consumer Studies Department, SKK U, Seoul
- 2008 Presentation, CWU University Center Interdivisional Committee
- 2008 Contributor, CWU Assessment Excellence Grant Report
- 2007 Invited Speaker, Whitman School of Management, Syracuse University
- 2007 Attended Society for Probability, Uncertainty and Decision Making, Warsaw, Poland, August 18–23
- 2007 Northwest Sports Business Conference, Cle Elum, WA
- 2004–2006 Member, Community for Youth Board of Directors
- 2004 Hosted Research Presentation by J. Edward Russo of Cornell University
- 2003 Invited Speaker, Consumer Studies Department, Hanyang University, Seoul
- 2003 Ad hoc reviewer, Journal of the Academy of Business Education
- 2002 Invited Speaker, Faculty Development Fellowship Program, School of Medicine, University of Washington
- 2002 Invited Speaker, Faculty Development Fellowship Program, School of Medicine, University of Washington
- 2001 UWB seminar, “Data Mining as a Research Tool,” by J. Hair, President, AMS
- 2001 Seattle University seminar, “Editor’s Talk,” by C. Weinberg, Editor, JCR
- 2000 Grand Rounds presentation (Gladstone), University of Utah Medical School (based on joint work with H. Gladstone, S.Y. Kim, K. Rashid & G.R. Raugi)
- 2000 Grand Rounds presentation (Gladstone), UCLA Medical School, Los Angeles (based on joint work with H. Gladstone, S.Y. Kim, K. Rashid & G.R. Raugi)
- 2000 Grand Rounds presentation (Gladstone), Stanford University Medical School, Palo Alto (based on joint work with H. Gladstone, S.Y. Kim, K. Rashid & G.R. Raugi)
- 1999 Invited Speaker, University of Washington, Bothell (based on joint work with H. Gladstone)
- 1998 Panelist, FAST Track Career Development session
- 1997 Ad hoc reviewer, Small Business Institute Director’s Association Conference
- 1997–1998 Developed and received funding for CWU “Industry Guest Speaker Program”
- 1997 Ad hoc reviewer, Small Business Institute Director’s Association Conference
- 1995–1998 Member, Kittitas Valley Community Hospital Foundation Board
- 1987 Case Teaching Workshop, University of Western Ontario, Canada