Research Notes: Daniel Mochon

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Assistant Professor of Marketing Daniel Mochon received the Society for Consumer Psychology's 2015 C.W. Park Outstanding Contribution to the Field Award for his paper "The IKEA effect: When labor leads to love." The award was presented at the society's winter 2015 conference in Phoenix. The paper, which Mochon co-authored with Michael Norton and Dan Ariely, suggests that individuals attach greater value to products they create themselves than those products might objectively deserve. It originally appeared in the *Journal of Consumer Psychology* in 2012.