

Oleg Urminsky

Academic Curriculum Vitae – July 2011

University of Chicago Booth School of Business

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Education:

Ph.D., *with distinction*, Columbia University, Applied Statistics, completed 2008

M. Phil, Columbia University, completed 2007

M.S., New York University, Stern School of Business, Statistics, completed 1995

B.A., *cum laude*, Princeton University, Analytic Philosophy and Mathematics, completed 1991

Academic Employment:

Associate Professor, University of Chicago Graduate School of Business, 2011-present

Assistant Professor, University of Chicago Graduate School of Business, 2007-2011

Publications:

Kivetz, Ran, Oleg Urminsky, and Yuhuang Zheng (2006), "The Goal-Gradient Hypothesis Resurrected: Purchase Acceleration, Illusionary Goal Progress, and Customer Retention," *Journal of Marketing Research*, 43 (1), February, 39-58.

Finalist, 2007 Paul Green Award; Finalist, 2011 O'Dell Award

Bartels, Daniel and Oleg Urminsky (2011) "On Intertemporal Selfishness: The Perceived Instability of Identity Underlies Impatient Consumption," *Journal of Consumer Research*, 38 (1), 182-198

Urminsky, Oleg and Ran Kivetz (2011), "Scope Insensitivity and the 'Mere Token' Effect," Forthcoming, *Journal of Marketing Research*, August

Work Under Review:

Bartels, Daniel, Oleg Urminsky and Shane Frederick "Spending, Opportunities to Save, and Intertemporal Egoism: The Role of Connectedness to the Future Self in Consumers' Financial Tradeoffs", In preparation for resubmission, *Journal of Consumer Research*

Orhun, Yesim and Oleg Urminsky "Choosing Differently But in the Same Way: How Self Impacts Beliefs About Others," In preparation for 2d review, *Journal of Marketing Research*

Working Papers:

Urminsky, Oleg and Daniel Bartels “Shifting the Basis of Perceived Similarity: Implications for Inference, Judgment and Choice”, Working paper

Manuscripts Under Preparation:

Urminsky, Oleg “Almost on Target: Absolute vs. Relative Error in Subjective Assessment of Prediction Accuracy”

Shen, Lucy and Oleg Urminsky “Numerical Judgments with Unfamiliar Units: Reconciling Numerosity and Evaluability”

Hamilton, Ryan and Oleg Urminsky, “The Influence of Relative Price Inference on Consumer Choice: Preferring High Priced Items from Low Priced Stores”

Urminsky, Oleg and Ran Kivetz, “The Bounded Rationality of Effort-Reward Choices: When Principles Overshadow Expectancies.”

Urminsky, Oleg and Ran Kivetz, “Reconciling Myopia and Hyperopia: Explaining Differential Impatience toward Hedonic and Utilitarian Consumption.”

Selected Research-In-Progress (Data collected):

“Testing Interactions in Linear Processes: The Benefits of New Binomial Tests Over Logistic Regression”

“Connectedness to the Future Self in Planning and Self-Control” with Daniel Bartels

“Looking Into Future’s Mirror: How Representations of the Aged Self Impact Impatience,” with Daniel Bartels

“Making Sense of the Immense: A Cognitive Account of Processing Large Numbers”

“The Mental Accounting of Gift Cards,” with Becky White

“Sources of Error in Beliefs about Others,” with Yesim Orhun

“Goal-setting in Employee Incentive Programs,” with Ran Kivetz and Oded Netzer.

“Frequency-based Biases in Price Recollection,” with Xianchi Dai

“The Surprising Robustness of Prospect Theory in the Long Run” with Ran Kivetz

Academic Honors and Awards:

Finalist, 2007 Paul Green Award for the *Journal of Marketing Research* article published in 2006 that “demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.”

Finalist, 2011 William F. O’Dell Award for the *Journal of Marketing Research* article published in 2006 that “has made the most significant, long-term contribution to marketing theory, methodology, and/or practice”.

Columbia University Doctoral Merit Scholarship

Association of Consumer Research, Doctoral Consortium Fellow

Marketing Science Doctoral Consortium Fellow

Dickinson Thesis Prize, Princeton University

Teaching:

Marketing Research (Lab-based Full-time MBA Elective), University of Chicago Booth School
Winter 2008 - 2011 (1 section)

Marketing Research (Lab-based Evening MBA Elective), University of Chicago Booth School
Winter 2008 -2011 (1 section)

Marketing Research (Lab-based Weekend MBA Elective), University of Chicago Booth School
Winter 2009-2010 (1 section)

Consumer Behavior (Doctoral Seminar), University of Chicago Booth School, Winter 2011

Marketing Literature Seminar (Doctoral Seminar), University of Chicago Booth School
Fall 2008

Case Studies Written:

“The Biogen-IDEC Merger: Branding Strategy in Biotech,” with Ran Kivetz, Columbia Business School Case, March 2004.

“WebCollage: Penetrating New Markets,” with Ran Kivetz, Columbia Business School Case, Feb 2004.

Conference Publications:

- Gordon, Brett, Mitchell Lovett, Ron Shachar, Kevin Arceneaux, Sridhar Moorthy, Michael Peress, Akshay Rao, Subrata Sen, David Soberman and Oleg Urminsky (2011), "Marketing and Politics: Models, Behavior, and Policy Implications," under review at *Marketing Letters* (session at the 8th Triennial Choice Symposium)
- Atlas, Stephen and Oleg Urminsky (2012), "Finding Meaning in Numbers: How Consumers Contextualize Numeric Information," *Advances in Consumer Research* 39, forthcoming
- Urminsky, Oleg and Hal E. Hershfield (2012), "The Face as a Picture of the Mind," *Advances in Consumer Research* 39, forthcoming
- Urminsky, Oleg and Daniel Bartels (2011) "Temporal Shifts in Perceived Similarity Affect Consumer Valuation and Choice," *Proceedings of the 33d Annual Meeting of the Cognitive Science Society*
- Koo, Minjung and Oleg Urminsky (2011), "How Close or How Far? The Role of Perceived Goal Progress in Consumer Goal Pursuit," *Advances in Consumer Research* 38
- Bartels, Daniel and Oleg Urminsky (2010) "Impatience as Intertemporal Egoism," *Proceedings of the 32d Annual Meeting of the Cognitive Science Society*
- Orhun, Yesim and Oleg Urminsky (2010), "A Voter Among Voters: Political Decisions in the Social Context," *Advances in Consumer Research* 37
- Urminsky, Oleg and Ran Kivetz (2007), "Scope Insensitivity in the Service of the Rational Self: The 'Mere Token' Effect," *Advances in Consumer Research* 34: 515-516
- Kivetz, Ran and Oleg Urminsky (2006), "Goal Distance and Consumer Choice," *Advances in Consumer Research* 33: 424-427
- Khan, Uzma and Oleg Urminsky (2004), "Navigating between virtues and vices: Moderators of decisions involving hedonic versus utilitarian choices," *Advances in Consumer Research* 31: 358-361

Conference Presentations:

“Numerical Judgments with Unfamiliar Units: Reconciling Numerosity and Evaluability,” with Luxi Shen

- 2011 Association for Consumer Research Conference, Seattle, WA (accepted)
- 2011 Society for Consumer Psychology Conference, Atlanta, Georgia

“The Influence of Price Image on Consumer Choice: Preferring High-Priced Items from Low-Priced Stores,” with Ryan Hamilton

- 2011 Society for Consumer Psychology Conference, Atlanta, Georgia
- 2009 Yale Collaborative and Multi-Disciplinary Research Conference, New Haven, Connecticut

“Spending, Opportunities to Save and Intertemporal Egoism: The Role of Connectedness to the Future Self in Consumers’ Financial Tradeoffs,” with Daniel Bartels and Shane Frederick

- 2011 Society for Consumer Psychology Conference, Atlanta, Georgia

“Looking Into Future’s Mirror: How Representations of the Aged Self Impact Impatience,” with Daniel Bartels

- 2011 Association for Consumer Research Conference, Seattle, WA (accepted)

“Shifting the Basis of Perceived Similarity: Implications for Inference and Choice,” with Daniel Bartels

- 2011 Cognitive Science Conference, Boston, Massachusetts (accepted)
- 2011 Society for Consumer Psychology Conference, Atlanta, Georgia
- 2010 Society for Judgment and Decision Making Conference, St. Louis, Missouri

“Testing Interactions in Linear Processes: The Benefits of New Binomial Tests Over Logistic Regression,”

- 2010 INFORMS Marketing Science Conference, Cologne, Germany

“Almost There? The Role of Absolute vs. Relative Error in Perceived Progress Towards an Accuracy Goal,”

- 2010 Association for Consumer Research Conference, Jacksonville, Florida
- 2009 Marketing Science Conference, Ann Arbor, Michigan

“Understanding the ‘Self’ in Self-Control: The Effects of Connectedness to Future Self on Far-Sightedness,” with Daniel Bartels and Kerry Milch

- 2010 Association for Consumer Research Conference, Jacksonville, Florida

“Connectedness to the Future Self and Intertemporal Choice,” with Daniel Bartels

- 2010 Cognitive Science Conference, Portland, Oregon
- 2010 Boulder Summer Conference in Consumer Financial Decision Making, Boulder Colorado
- 2010 Behavioral Decision Research in Management Conference, Pittsburgh PA

“Choosing Differently But in the Same Way: How Self Impacts Beliefs About Other Voters”, with Yesim Orhun

- “*Marketing and Politics: Models, Behavior, and Policy Implications*” workshop at 2010 Invitational Choice Symposium, Key Largo, Florida
- 2010 Behavioral Decision Research in Management Conference, Pittsburgh PA
- 2009 Association for Consumer Research Conference, Pittsburgh PA
- 2009 Marketing Science Conference, Ann Arbor, Michigan

“How the Perceived (Dis)continuity of Identity Affects Intertemporal Choice,” with Daniel M. Bartels and Lance J. Rips

- 2009 Society for Consumer Psychology Winter Conference, San Diego, February
- 2009 Association for Consumer Research Conference, Pittsburgh PA

“Scope Insensitive Justification: The Mere Token Effect,” with Ran Kivetz

- 2006 Behavioral Decision Research in Management Conference, Santa Monica, June.
- 2006 Association for Consumer Research Conference, Orlando, September.
- 2005 Association for Consumer Research Conference, San Antonio, September.

“Goal-Motivated Purchase Acceleration: Evidence and Consequences in Reward Programs,” with Ran Kivetz and Yuhuang Zheng

- 2005 Association for Consumer Research Conference, San Antonio, Texas, October.
- 2005 INFORMS Marketing Science Conference, Atlanta, June.
- 2004 Society for Judgment and Decision Making, Minneapolis, November.

“The Psychology of Rewards: Principles or Probabilities?” with Ran Kivetz

- 2005 Society for Judgment and Decision Making, Toronto, November.
- 2004 Association for Consumer Research Conference, Portland, October.

“Reconciling Myopia and Hyperopia: Explaining Differential Impatience toward Hedonic and Utilitarian Consumption,” with Ran Kivetz

- 2003 Association for Consumer Research Conference, Toronto, November.
- 2003 Society for Judgment and Decision Making, Vancouver, December.

Invited Talks:

Yale University, marketing group, April 2011

Anderson School of Management, UCLA, marketing department, December 2008

Olin School of Business, Washington University St. Louis, marketing department, Nov. 2006

Ross School of Business, University of Michigan, marketing department, November 2006

Rotman School of Business, University of Toronto, marketing department, November 2006

University of Texas Austin, marketing department, November 2006

Kellogg School of Business, Northwestern University, marketing department, November 2006

University of Chicago Graduate School of Business, marketing group, October 2006

McDonough School of Business, Georgetown University, marketing department, October 2006

Wharton School of Business, University of Pennsylvania, marketing department, October 2006

Stanford University, marketing department, October 2006

Service:

Doctoral Committee Member:

- Andrew Chiu, University of Chicago Booth School of Business
- Jinhee Choi, University of Chicago Booth School of Business

Program Committee, Society for Consumer Psychology 2009 Conference

Program Committee, Association of Consumer Research 2008 Conference

Invited Faculty Presenter, 2007 Association for Consumer Research Doctoral Symposium

Ad-Hoc Reviewer for *Journal of the Academy of Marketing Science*, *Journal of Consumer Research*, *Journal of Economic Psychology*, *Journal of Marketing Research*, *Journal of Personality and Social Psychology*, *Motivation and Emotion*, *Organizational Behavior and Human Decision Processes*, *Psychological Science*