Oleg Urminsky

Academic Curriculum Vitae – June 2024
University of Chicago Booth School of Business
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http://home.uchicago.edu/~ourminsky/

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:

Professor, University of Chicago, Booth School of Business, 2016-present
Associate Professor, University of Chicago, Booth School of Business, 2011-2016
Assistant Professor, University of Chicago, Booth School of Business, 2007-2011

Publications:

Yang, Adelle and Oleg Urminsky, "Givers' Impatience: A Self-Other Decision Model of Intertemporal Choices," Forthcoming, *Journal of Marketing Research*

Jang, Minkwang and Oleg Urminsky, "Cross-Period Impatience: Subjective Financial Periods Explain Time-Inconsistent Choices," Forthcoming, *Journal of Consumer Research*

Banerjee, Akshina and Oleg Urminsky (2022) "What You Are Getting and What You Will Be Getting: Testing Whether Verb Tense Affects Intertemporal Choices," *Journal of Experimental Psychology: General*, Vol. 151 (10), pp. 2342 – 2395.

Chen, Stephanie and Oleg Urminsky (2022) "What's left of me? The role of self-continuity in decision making and judgments about identity persistence," pp. 71 – 86, Experimental Philosophy of Identity and the Self, Kevin Tobia, Ed., Bloomsbury Academic, Dublin, Ireland.

Goswami, Indranil and Oleg Urminsky (2022) "Why Many Behavioral Interventions Have Unpredictable Effects in the Wild: The Conflicting Consequences Problem," Behavioral Science in the Wild, Nina Mažar and Dilip Soman, Eds., University of Toronto Press

Goswami, Indranil and Oleg Urminsky (2021), "Don't Fear the Meter: How Longer Time Limits Bias Employment Contract Choices," *Organizational Behavior and Human Decision Processes*, 162, Pages 42–58.

Urminsky, Oleg (2021) “Incomplete grounding: The theory of symbolic separation is contradicted by pervasive stability in attitudes and behavior,” *Behavioral and Brain Sciences*, 44, Pages 55 – 56. (commentary)

Goswami, Indranil and Oleg Urminsky (2020), “More Time, More Work: How Non-diagnostic Time Limits Bias Estimates of Project Duration and Scope,” *Judgment and Decision Making*, Vol. 15, No. 6, Pages 994-1008.

Goswami, Indranil and Oleg Urminsky (2020) “No Substitute for the Real Thing: The Importance of In-Context Field Experiments In Fundraising,” *Marketing Science*, 39(6), Pages 1052-1070.

Molouki, Sarah, Stephanie Y. Chen, Oleg Urminsky, and Daniel M. Bartels (2020) “How Personal Theories of the Self Shape Beliefs about Personal Continuity and Transformative Experience,” Becoming Someone New: Essays on Transformative Experience, Choice, and Change, John Schwenkler and Enoch Lambert, Eds.

Urminsky, Oleg and Daniel Bartels (2019) “Identity, Personal Continuity, and Psychological Connectedness across Time and over Transformation” Handbook of Research on Identity Theory in Marketing, Americus Reed & Mark Forehand, Eds

Chen, Stephanie and Oleg Urminsky (2019) “The Role of Causal Beliefs in Political Identity and Voting,” *Cognition*, 188, Pages 27-38.

Gilula, Zvi, Robert McCullough, Ya’acov Ritov and Oleg Urminsky (2019) “A Study into Mechanisms of Attitudinal Scale Conversion: A Stochastic Ordering Approach,” *Quantitative Marketing and Economics*, Volume 17, Number 3, Page 325-357. Runner-up, 2020 Dick Wittink Award for the best paper published in the *QME*

Yang, Adelle and Oleg Urminsky (2018) “The Smile-Seeking Hypothesis: How Immediate Affective Reactions Motivate and Reward Gift-giving,” *Psychological Science*, Volume 29, Issue 8, Pages 1221-1233

Bartels, Daniel, Reid Hastie and Oleg Urminsky (2018) “Decision Making Research Inside and Outside the Laboratory: The Roles of Descriptive and Causal Field Research, and Narrow Versus Broad External Validity,” *Journal of Applied Research in Memory and Cognition*, Volume 7, Issue 1, Pages 11–15

Urminsky, Oleg and Gal Zauberman (2017) "The Health Consequences of Intertemporal Preferences," Handbook of Self-Control in Health and Wellbeing.

Urminsky, Oleg (2017) “The Role of ‘Psychological Connectedness to the Future Self’ in Decisions Over Time,” *Current Directions in Psychological Science*, Vol 26, Issue 1, pp. 34-39

Goswami, Indranil and Oleg Urminsky (2017) "The Dynamic Effect of Incentives on Post-Reward Task Engagement: An Effort Balancing Account," *Journal of Experimental Psychology: General,* 146 (1), 1-19 [Lead Article]

Chen, Stephanie, Oleg Urminsky and Daniel Bartels (2016) "Beliefs about the Causal Structure of the Self-Concept Determine Which Changes Disrupt Personal Identity," *Psychological Science,* Volume 27 (10), 1398-1406

Goswami, Indranil and Oleg Urminsky (2016) "When Should the Ask Be a Nudge? The Effect of Default Amounts on Charitable Donations," *Journal of Marketing Research,* Volume 53 (5), 829-846.

Zauberman, Gal and Oleg Urminsky (2016) "Consumer Intertemporal Preferences," *Current Opinion in Psychology,* Volume 10 (August), 136-141

Urminsky, Oleg and Gal Zauberman (2016) "The Psychology of Intertemporal Preferences," in G. Keren and G. Wu (Eds.), The Wiley Blackwell Handbook of Judgment and Decision Making, Chichester, West Sussex: John Wiley and Sons

Yang, Adelle and Oleg Urminsky (2015), "The Foresight Effect: Local Optimism Motivates Consistency and Local Pessimism Motivates Variety," October 2015, *Journal of Consumer Research* 42(3), 361-377 [Lead Article]

Bartels, Daniel and Oleg Urminsky (2015) "To Know and To Care: How Awareness and Valuation of the Future Jointly Shape Consumer Savings and Spending" *Journal of Consumer Research,* Volume 41(6), 1469-1485.

Urminsky, O., Bartels, D., Giuliano, P., Newman, G., Puntoni, S. and Rips, L. (2014) "Choice and Self: How Synchronic and Diachronic Identity Shapes Choices and Decision Making," *Marketing Letters* September, Volume 25, Issue 3, pp 281-291

Shen, Luxi and Oleg Urminsky (2013) "Making Sense of Nonsense: The Visual Salience of Units Determines Sensitivity to Magnitude," *Psychological Science,* March, Volume 24 (3), 297 - 304

Orhun, Yesim and Oleg Urminsky (2013) "Conditional Projection: How Own Evaluations Impact Beliefs about Others Whose Choices Are Known," *Journal of Marketing Research,* Volume 50 (1), 111–124

Gordon, Brett, Mitchell Lovett, Ron Shachar, Kevin Arceneaux, Sridhar Moorthy, Michael Peress, Akshay Rao, Subrata Sen, David Soberman and Oleg Urminsky (2012), "Marketing and Politics: Models, Behavior, and Policy Implications," *Marketing Letters,* Volume 48(2), 282-295

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

Urminsky, Oleg and Ran Kivetz (2011). "Scope Insensitivity and the 'Mere Token' Effect." *Journal of Marketing Research*: Volume 48 (2), 282-295.

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*, Volume 43 (1), 39-58.
Finalist, 2007 Paul Green Award
Finalist, 2011 O'Dell Award

Working Papers and Manuscripts under Preparation:

Banerjee, Akshina and Oleg Urminsky "The Language That Drives Engagement: A Systematic Large-scale Analysis of Headline Experiments"

Banerjee, Akshina and Oleg Urminsky "Associations with the Incomprehensible: Foreign Language Increases Authenticity Perceptions and Preferences."

Bechler, Chris, Rhia Catapano, Szu-chi Huang, and Oleg Urminsky "The Pain of Paying Effect Revisited: Replicating the Past, Moderating the Present, and Informing the Future"

Chen, Stephanie, Oleg Urminsky and Jiaqi Yu "We Do What We Are: Representation of the Self-Concept and Identity-Based Choice"

Chen, Stephanie and Oleg Urminsky "Not All (Brand) Changes Are Made Equal: Understanding Which Changes Impact Brand Loyalty"

Daljord, Oystein, Oleg Urminsky and Jose-Manuel Urteta "The Status Quo Theory of Depletion Does not Explain the Israeli Parole Decisions"

Goswami, Indranil and Oleg Urminsky "The 'Mere Reminder' Effect of Salient Calorie Labeling."

Hamilton, Ryan and Oleg Urminsky, "Inference not Reference: The Price Image Heuristic as an Alternative to Reference Price Theories."

Kim, Hye-young and Oleg Urminsky, "The different roads not taken: Considering dissimilar foregone alternatives motivates future goal persistence."

Leung, Eugina and Oleg Urminsky, "Searching for the Tree and Missing the Forest: How Broadening Search Algorithms Promotes Belief Updating."

Molouki, Sarah, Daniel Bartels and Oleg Urminsky “Overlooking Decline: Remembered and Predicted Personal Development Diverge from Actual Longitudinal Change”

Orhun, Yesim and Oleg Urminsky “Reverse Projection in Strategic Contexts”

Pertl, Sam and Oleg Urminsky "Everyday Emotions and Economic Preferences Around the Globe"

Pleskac, Timothy, Ellie Kyung, Gretchen Chapman and Oleg Urminsky (2021) "The practice-preference gap with peer review: A field study of single- vs. double-blind review."

Trueblood, Jennifer S., Oleg Urminsky and William R. Holmes “Connecting Cognitive and Consumer Research on Context Effects”

Urminsky, Oleg and Berkeley Dietvorst “Taking the Full Measure:Integrating Replication into Research Practice to Assess Generalizability.”

Urminsky, Oleg "Probability Distributions of Common Repeated Events Are Misestimated"

Urminsky, Oleg and Abigail Bergman “Constraining Consumers: Underprediction of Support for Covid-19 Mask Policies”

Urminsky, Oleg, Christian Hansen and Victor Chernozhukov “The Double-Lasso Method for Principled Variable Selection”

Urminsky, Oleg, Lilly Kofler and Adelle Yang “Outcome Neglect and Failures of Insight Undermine Utility Maximization”

Urminsky, Oleg and Indranil Goswami “Impatient to Achieve or Impatient to Receive: How the Goal Gradient Effect Underlies Time Discounting”

Urminsky, Oleg and Lucy Shen “High Chances and Close Margins: How Equivalent Forecasts Yield Different Beliefs”

Yang, Adelle and Oleg Urminsky, “When Donation Feels Like Volunteering, People Give: A ‘Donateer’ Fundraising Method”

Yang, Adelle, Oleg Urminsky and Chris Hsee, “Eager to Help yet Reluctant to Give: How Pro-social Effort and Pro-social Choices Diverge”

Yang, Yang, Oleg Urminsky, Christopher Hsee and Li Zhang, “Quantifying Hedonic Durability.”

Conference Publications:

St. Louis, Rob and Oleg Urminsky (2014), "Antecedents and Consequences of Beliefs about Stability and Change in Identity over Time," *Advances in Consumer Research* 41

Minson, Julia and Oleg Urminsky (2013), "The Egocentrist and the Stranger: Conditional Inference When Making Sense of Others," *Advances in Consumer Research* 40

Atlas, Stephen and Oleg Urminsky (2012), "Finding Meaning in Numbers: How Consumers Contextualize Numeric Information," *Advances in Consumer Research* 39

Urminsky, Oleg and Hal E. Hershfield (2012), "The Face as a Picture of the Mind," *Advances in Consumer Research* 39

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:

"Doing Open Science," with Ellen Evers, Alice Moon and Gabriele Paolacci

- 2022 Association for Consumer Research Conference, Methods Workshop, Denver

"When Donation Feels Like Volunteering, People Give: A "Donateer" Fundraising Method," with Adelle Yang

- 2022 Society for Judgment and Decision Making Conference, San Diego
- 2022 Association for Consumer Research Conference, Denver

"Everyday Emotions and Economic Preferences Around the Globe," with Sam Pertl

- 2021 Society for Judgment and Decision Making Conference, virtual

"Consumer Purchasing During the Pandemic," with Yesim Orhun

- 2021 Association for Consumer Research Conference, virtual

"The Language That Drives Engagement: A Systematic Large-scale Analysis of Headline Experiments," with Akshina Banerjee

- 2023 Choice Symposium, Paris, France
- 2022 Johns Hopkins Behavioral Science Forum on Technology and Social Change, Baltimore
- 2021 Association for Consumer Research Conference, virtual

"Entrusting the Future to Others' Hands: People Delegate Choice to a Decision Device More When Choosing for the Future," with Minkwang Jang

- 2021 Association for Consumer Research Conference, virtual
- 2021 Society for Judgment and Decision Making Conference, virtual

"The Masked Majority: Underprediction Of Widespread Support for Covid-19 Safety Policies," with Abigail Bergman

- 2021 Society for Consumer Psychology Conference, virtual

"The Attraction Effect in Product Size Judgments," with Sophie Allman

- 2020 Association for Consumer Research Conference, virtual

"Impact of Foreign Language Labeling on Food Valuation and Choice" with Akshina Banerjee

- 2020 Society for Consumer Psychology Conference, Long Beach, CA
- 2021 Association for Consumer Research Conference, virtual

"Emotion and Time Discounting" with Chong Yu, Timothy Kim and Sam Pertl

- 2020 Judgment and Decision Making Pre-Conference, Society for Personality and Social Psychology Conference, New Orleans, LA

"Comparison of single- and double-blind review of scientific abstracts for a high stakes international conference" with Timothy Pleskac, Ellie Kyung and Gretchen Chapman

- 2019 Society for Judgment and Decision Making Conference, Montreal, Canada

"How Soon is Now? Present Bias and the Mental Accounting of Time" with Minkwang Jang

- 2019 Society for Judgment and Decision Making Conference, Montreal, Canada
- 2020 Society for Consumer Psychology Conference, Long Beach, CA
- 2020 Association for Consumer Research Conference, virtual

"The Influence of Update Frequency on Consumer Judgment and Choice" with Shweta Desiraju

- 2019 Association for Consumer Research Conference, Atlanta, GA

"Context Effects Explained Through the Accumulation of Simple Comparisons" with Jennifer Trueblood and William Holmes

- 2019 Association for Consumer Research Conference, Atlanta, GA
- 2019 Society for Judgment and Decision Making Conference, Montreal, Canada

"Seeing the Attraction: The Attraction Effect in Choices Between Visual Stimuli" with Jiaqian (Jane) Wang

- 2019 Association for Consumer Research Conference, Atlanta, GA
- 2019 Society for Judgment and Decision Making Conference, Montreal, Canada

"Using Consumers' Representation of Brands to Understand Which Changes Disrupt Identity" with Stephanie Chen

- 2019 Association for Consumer Research Conference, Atlanta, GA

"The Role of Expectations about Changes in Wealth in Discounting Decisions" with Shweta Desiraju and Abby Sussman

- 2018 Society for Judgment and Decision Making Conference, New Orleans, LA
- 2018 Association for Consumer Research Conference, Dallas, TX

"Impatience for Goods and Money: Affective Discounting and Diminishing Marginal Utility" with Timothy Kim

- 2018 Society for Judgment and Decision Making Conference, New Orleans, LA
- 2019 Association for Consumer Research Conference, Atlanta, GA

"Causal Centrality and Behavior" with Stephanie Chen

- 2018 Cognitive Science Conference, Madison, WI

"The different roads not taken: Considering dissimilar alternatives motivates goal persistence" with Hye-young Kim

- 2018 Association for Consumer Research Conference, Dallas, TX
- 2018 Society for Consumer Psychology Conference, Dallas, TX

"Searching for the Tree and Missing the Forest: How Broadening Search Promotes Belief Updating" with Eugina Leung

- 2018 Association for Consumer Research Conference, Dallas, TX
- 2019 Society for Judgment and Decision Making Conference, Montreal, Canada (flash talk)

"Anticipated Interpersonal Feedback Reshapes Other-oriented Intertemporal Choices" with Adelle Yang

- 2018 Association for Consumer Research Conference, Dallas, TX

"How Framing Donor Match as Collaboration Impact Donation: The Importance of Field Experiments in Fundraising" with Indranil Goswami

- 2018 Association for Consumer Research Conference, Dallas, TX
- 2020 Society for Consumer Psychology Conference, Long Beach, CA

"Place Identity into the Self-Concept: The Role of Causal Beliefs in Identity-based Consumption" with Stephanie Chen

- 2018 Association for Consumer Research Conference, Dallas, TX

"The Status Quo Theory of Depletion Does not Explain the Israeli Parole Decisions," with Oystein Daljord & Jose-Manuel Urteta

- 2017 Society for Judgment and Decision Making Conference, Vancouver, Canada

"High Chances and Close Margins: How Different Forecast Formats Shape Beliefs," with Lucy Shen

- 2018 Cognitive Science Conference, Madison, WI
- 2017 Association for Consumer Research Conference, San Diego, CA

"Waiting for More or Paying for Sooner: How Tradeoff Framing Impacts Attribute Focus and Shifts Choices," with Minzhe Xu

- 2017 Association for Consumer Research Conference, San Diego, CA
- 2017 Society for Judgment and Decision Making Conference, Vancouver, Canada

"What You Are Getting and What You Will Be Getting: Testing Whether Verb Tense Affects Intertemporal Choices," with Akshina Banerjee

- 2017 Association for Consumer Research Conference, San Diego, CA

"Don't Fear the Meter: How Time Limits Bias Employment Contract Choices," with Indranil Goswami

- 2017 Association for Consumer Research Conference, San Diego, CA
- 2017 Society for Judgment and Decision Making Conference, Vancouver, Canada

"Overlooking Decline: Remembered and Predicted Personal Development Diverge from Actual Longitudinal Change," with Sarah Molouki and Dan Bartels

- 2016 Association for Consumer Research Conference, Berlin, Germany
- 2016 Society for Judgment and Decision Making Conference, Boston, MA

"The Double-Lasso Method for Principled Variable Selection," with Christian Hansen and Victor Chernozhukov

- 2016 Association for Consumer Research Conference, Berlin, Germany
- 2017 Society for Judgment and Decision Making, Vancouver, Canada

"Reverse Projection in Strategic Contexts" with Yesim Orhun

- 2016 Association for Psychological Science Conference, Chicago, IL
- 2016 Society for Judgment and Decision Making Conference, Boston, MA
- 2019 Association for Consumer Research Conference, Atlanta, GA
- 2020 Society for Consumer Psychology Conference, Long Beach, CA

"Smile-Seeking Givers and Value-Seeking Recipients: Why Gift Choices and Recipient Preferences Diverge," with Adelle Yang

- 2017 Association for Consumer Research Conference, San Diego, CA
- 2016 Society for Consumer Psychology Conference, St. Pete Beach, FL

"The Role of Perceived Causal Structure in Personal Identity," with Stephanie Chen and Dan Bartels

- 2016 Society for Consumer Psychology Conference, St. Pete Beach, FL

"The Nature and Extent of Post-Reward Crowding-Out: The 'Effort Balancing' Account," with Indranil Goswami

- 2017 Journal of the Association of Consumer Research Conference on Goals and Motivation, Miami, Florida
- 2016 Behavioral Decision Research in Management Conference, Toronto, Canada
- 2016 Association for Psychological Science Conference, Chicago, IL
- 2016 Society for Consumer Psychology Conference, St. Pete Beach, FL
- 2015 Society for Judgment and Decision Making Conference, Chicago, IL

"Impatient to Achieve or Impatient to Receive: How the Goal Gradient Effect Underlies Time Discounting" with Indranil Goswami

- 2019 Cognitive Science Conference, Montreal, Canada
- 2016 Society for Consumer Psychology Conference, St. Pete Beach, FL
- 2015 Society for Judgment and Decision Making Conference, Chicago, IL
- 2015 Association for Consumer Research Conference, New Orleans, LA
- 2014 Self Over Time workshop, King's College, London UK

"Less than we know: The effect of trait importance to connectedness to the future self" with Dan Bartels and Rob St. Louis

- 2014 Association for Consumer Research Conference, Baltimore, MD

"Hedonic Durability," with Yang Yang, Chris Hsee and Li Zhang

- 2014 Association for Consumer Research Conference, Baltimore, MD
- 2013 Society for Judgment and Decision Making Conference, Toronto, Canada

"The Unlikely Middle: Overestimation of Most and Least Likely Outcomes,"

- 2013 Association for Consumer Research Conference, Chicago IL

"When Does Disclosure Reduce Calorie Choices? The Mere Reminder Effect," with Indranil Goswami

- 2014 Society for Consumer Psychology Conference, Miami FL
- 2013 Association for Consumer Research Conference, Chicago IL

"Exerting Self-less Effort While Making Self-ish Choices," with Adelle Yang and Chris Hsee

- 2013 Society for Judgment and Decision Making Conference, Toronto, Canada
- 2013 Association for Consumer Research Conference, Chicago IL

"Outcome Neglect and Failures of Insight Undermine Utility Maximization," with Adelle Yang and Lilly Kofler

- 2016 Behavioral Decision Research in Management Conference, Toronto, Canada
- 2015 Society for Judgment and Decision Making Conference, Chicago, IL
- 2013 Society for Judgment and Decision Making Conference, Toronto, Canada
- 2012 Association for Consumer Research Conference, Vancouver, Canada

"In Search of Optimally Effective Defaults," with Indranil Goswami

- 2015 Association for Consumer Research Conference, New Orleans, LA
- 2014 Behavioral Decision Research in Management Conference, London, UK
- 2013 Society for Judgment and Decision Making Conference, Toronto, Canada
- 2013 Direct/Interactive Marketing Research Summit, Chicago IL
- 2012 Association for Consumer Research Conference, Vancouver, Canada

"The Personal Continuity Heuristic: How Future Anticipation Affects Identity-relevant Choices," with Adelle Yang

- 2013 Association for Consumer Research Conference, Chicago IL
- 2013 Triennial Choice Symposium
- 2012 Judgment and Decision Making Conference, Minneapolis, MN
- 2012 Behavioral Decision Research in Management Conference, Boulder, CO

"More Time, More Work: How Incidental Time Limits Bias Estimates of Project Time and Scope," with Indranil Goswami

- 2014 Association for Consumer Research Conference, Baltimore, MD
- 2014 Society for Consumer Psychology Conference, Miami FL
- 2011 Society for Judgment and Decision Making Conference, Seattle, WA

"Making Sense of Nonsense: The Visual Salience of Units Determines Sensitivity to Magnitude," with Luxi Shen

- 2011 Association for Consumer Research Conference, St. Louis, MO
- 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

"To Know and To Care: How Awareness and Valuation of the Future Jointly Shape Consumer Savings and Spending," with Daniel Bartels and Shane Frederick

- 2013 Association for Consumer Research Conference, Chicago IL
- 2012 Behavioral Decision Research in Management Conference, Boulder, CO
- 2011 Society for Judgment and Decision Making Conference, Seattle, WA
- 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, St. Louis, Missouri

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

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

"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,"

- 2012 Behavioral Decision Research in Management Conference, Boulder, CO
- 2012 Society for Consumer Psychology Conference, Las Vegas, NV
- 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

- 2013 American Psychological Association Conference, Honolulu, HI
- 2012 Society for Consumer Psychology Conference, Las Vegas, NV
- 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

- 2012 Association for Consumer Research Conference, Vancouver, Canada
- 2012 Society for Consumer Psychology Conference, Las Vegas, NV
- 2012 Society for Personality and Social Psychology Conference, San Diego, CA
- "*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:

Ivey Business School

University of Delaware

Rice University

Kellogg School of Business, Northwestern University

Cornell University, November 2022

New York University, October 2022

Massachusetts Institute of Technology, April 2022

University of Southern California, April 2021

University of Toronto, November 2020

University of California Berkeley, March 2020 (Cancelled due to Covid)

Tulane University, February 2020

Bocconi University, February 2020

ESADE University, February 2020

Carnegie-Mellon University, January 2020

Cornell University, March 2019

University of Alberta, February 2019

University of British Columbia, February 2019

Wharton School of Business, University of Pennsylvania, September 2018

Vanderbilt University, May 2018

Hong Kong University, December, 2017

Hong Kong Polytechnic University, Marketing camp, December, 2017

Chinese University of Hong Kong, December, 2017

Carnegie-Mellon University, November, 2017

University of Michigan, February, 2017

University of Chicago, Psychology, Summer Retreat, 2016

Erasmus University, February 2016

Temple University, January 2016

University of Illinois Chicago, September 2015

Wharton School of Business, University of Pennsylvania, April 2015

University of California, Berkeley, March 2015

University of Wisconsin, Madison, March 2015

UCLA Anderson School, Marketing Camp, May 2014

Kellogg School of Business, Northwestern University, April 2014

Cornell University, January 2014

University of Florida, October 2013

Carnegie-Mellon University, November 2012

London Business School, Marketing Camp, July 2012

Kellogg School of Business, Northwestern University, April 2012

Yale University, April 2011

UCLA Anderson School, December 2008

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

Ross School of Business, University of Michigan, November 2006

Rotman School of Business, University of Toronto, November 2006

University of Texas Austin, November 2006

Kellogg School of Business, Northwestern University, November 2006

University of Chicago Graduate School of Business, October 2006

McDonough School of Business, Georgetown University, October 2006

Wharton School of Business, University of Pennsylvania, October 2006

Stanford University, October 2006

Academic Honors, Awards and Major Grants:

2020 MSI Scholar, Marketing Science Institute

2015 Young Scholar, Marketing Science Institute

"The Motivational Underpinnings of Thrift and Farsightedness", Research grant from The John Templeton Foundation ($210,589), 2013-2015

Runner-up, 2020 Dick Wittink Award for the best paper published in the *QME*

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".

Finalist (with Daniel Bartels), 2011 Hillel Einhorn New Investigator Award from the *Society for Judgment and Decision Making*

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."

Columbia University Doctoral Merit Scholarship

Teaching:

Experimental Marketing, University of Chicago Booth School, 2017 – present

Behavioral Research Methods (PhD course), University of Chicago Booth School, 2019 - present

Marketing Research (Lab-based Full-time/Evening/Weekend MBA Elective), University of Chicago Booth School, 2008-2016

Research Methods (Doctoral Seminar), University of Chicago Booth School, Fall 2011

Consumer Behavior (Doctoral Seminar), University of Chicago Booth School, 2011, 2013, 2014, 2017

Marketing Literature Seminar (Doctoral Seminar), University of Chicago Booth School 2008, 2011, 2018, 2021

Case Studies Written:

"Making Calories Count," with Halley Bayer, 2017. (experimental analysis, policy intervention)

"Water Conservation, Is Everyone Doing It?" with Halley Bayer and Samuel Hirshman, 2017. (experimental analysis, social influence, policy intervention)

"In A Whole New Light: Getting Consumers To Take A Second Look At A New Product," with Halley Bayer and Samuel Hirshman, 2017. (experimental analysis, new products, pricing)

"Optimizing the Ask," with Halley Bayer, 2017 (experimental analysis, fundraising, defaults)

"Incentivize Me: Motivating Volunteers with Awards," with Halley Bayer and Samuel Hirshman, 2017 (experimental analysis, volunteering, incentives, online measurement)

"Keeping Health Savings Healthy," with Halley Bayer and Samuel Hirshman, 2017 (experimental analysis, savings, peer effects, clustered randomization)

"Letters to the Lapsed: Re-engaging Gym Members," with Halley Bayer and Samuel Hirshman, 2017 (experimental analysis, customer loyalty)

"Rating Points and Voter Persuasion," with Nicholas Herzog and Samuel Hirshman, 2017 (experimental analysis, effect of advertising)

"The Biogen-IDEC Merger: Branding Strategy in Biotech," with Ran Kivetz, Columbia Business School Case, 2004. (high-tech marketing, branding)

"WebCollage: Penetrating New Markets," with Ran Kivetz, Columbia Business School Case, 2004. (high-tech marketing, entrepreneurship)

Advising.

Post-Doc Advisor:

- Yonatan Vanunu
- Stephanie Chen (Assistant Professor, London Business School)

Doctoral Committee Chair:

- Minkwang Jang, University of Chicago Booth School of Business
- Melissa Beswick, University of Chicago Booth School of Business
- Shweta Desiraju, University of Chicago Booth School of Business (co-chair with Berkeley Dietvorst)
- Akshina Banerjee, University of Chicago Booth School of Business
  Incoming Assistant Professor of Marketing, University of Michigan
- Sarah Molouki, University of Chicago Booth School of Business (co-chair with Dan Bartels)
- Indranil Goswami, University of Chicago Booth School of Business
  Assistant Professor, State University of New York, Buffalo
- Adelle Yang, University of Chicago Booth School of Business
  (Co-Winner, 2014 Adam G. Clayton Doctoral Dissertation Competition)
  Assistant Professor, National University of Singapore

Doctoral Committee Member:

- Daniel Katz, University of Chicago Booth School of Business
- Alex Moore, University of Chicago Booth School of Business (U Illinois Chicago)
- Annabelle Roberts, University of Chicago Booth School of Business (UT Austin)
- Samuel Hirshman, University of Chicago Booth School of Business (UC Boulder Postdoc)
- Shannon White, University of Chicago Booth School of Business (Facebook)
- Jessica Lopez, University of Chicago Booth School of Business (Facebook)
- Tesary Lin, University of Chicago Booth School of Business (Boston U.)
- Becky Lau, University of Chicago, Psychology (Facebook)
- Hye-young Kim, University of Chicago Booth School of Business (London School of Economics)
- Shirley Zhang, University of Chicago Booth School of Business (American Express)
- Yun-Ke Chin-Lee, University of Chicago Booth School of Business
- Kaitlin Woolley, University of Chicago Booth School of Business (Cornell)

- Yanping Tu, University of Chicago Booth School of Business (U Florida)
- Soraya Lambotte, University of Chicago Booth School of Business (AbbVie)
- Mike Yeomans, University of Chicago Booth School of Business (Post-doc, HBS)
- Raegan Tennant, University of Chicago Booth School of Business (ideas42)
- Lucy Shen, University of Chicago Booth School of Business (CUHK)
- Rima Toure-Tillery, University of Chicago Booth School of Business (Kellogg)
- Sara Kim, University of Chicago Booth School of Business (HKU)
- Andrew Chiu, University of Chicago Booth School of Business
- Jinhee Choi, University of Chicago Booth School of Business (Korea U)

Master's Thesis Advisor:

2022: Mingming Cui

2021: Harry Xiong, Macy Whitfield, Xinyuan Liu, Yanjie Zhou

2020: Alex Burke, Soowong Kim, Sam Pertl

2019: Sophie Alman, Xi Chen, Ling Dai, Leslie Mei, Shan Shan, Chengyao Sun, Jane Wang

2018: Timothy Kim, John-Henry Pezzuto, Jiaqi Yu, Chong Yu

2017: Hyung-Jin Cho, Chih-Yu Chiang, Jia Hu

Lilly Koffler, Melody Li, and Andrew Mather

Academic Service, Journals:

Journal of Consumer Research

Associate Editor, 2021 - present

Editorial Review Board, 2014 – 2020

Outstanding Reviewer Award, 2016

Journal of Consumer Psychology

Editorial Review Board, 2022 - present

Journal of Marketing Research

Editorial Review Board, 2012 - 2018

Marketing Science

Guest Associate Editor, 2021

Associate Editor (Special Issue on Field Experiments), 2017-2018

Organizational Behavior and Human Decision Processes

Editorial Review Board, 2020 – present

Collabra: Psychology

Associate Editor, Organizational Behavior section, 2016 – 2020

Ad-Hoc Reviewer, Psychology Journals: *Behavioral Research Methods, Cognition, Cognitive Psychology, Consciousness and Cognition, Decision Analysis, Journal of Economic Psychology, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Learning, Memory and Cognition, Journal of Personality and Social Psychology, Journal of Research in Personality, Judgment and Decision Making, Motivation and Emotion, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Bulletin, Psychological Science, Psychometrika, Social Influence*

Ad-Hoc Reviewer, Marketing Journals: *European Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of the Association for Consumer Research, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Marketing Science*

Ad-Hoc Reviewer, Other Journals: *American Economic Review, Journal of Economic Behavior and Organization, Journal of Organizational Behavior, Management Science, Nature Human Behavior, PLOS One, Proceedings of the National Academy of Science*

Ad-Hoc Reviewer, Conferences: *Association for Consumer Research, Cognitive Science Society, Society for Consumer Psychology, Society for Judgment and Decision Making*

Academic Service, Societies and Conferences:

Association of Consumer Research Conference,

Conference Program Committee: 2008, 2015 & 2020

Invited Faculty Presenter, Doctoral Consortium 2007

Behavioral Decision Research in Management Conference

Conference Program Committee 2012

Society for Consumer Psychology

Invited Faculty Presenter, Doctoral Consortium 2017

Conference Associate Editor, 2016

Conference Program Committee: 2009, 2013 and 2019

Society for Judgment and Decision Making

Elected Executive Board member, 2021 - present

Conference Chair, 2018

Conference Poster Session Chair, 2016

Executive Board, 2016 - 2019

International Innovation Corps, University of Chicago, Advisory Board Member and Mentor, 2014 – 2018 (http://iic.uchicago.edu/)

Media Coverage:

"Pent-up demand will lead to a post-pandemic spending spree, experts say", *Newsday*, June 10, 2021

"Why Feeling Close to the Finish Line Makes You Push Harder" *Scientific American*, June 9, 2020

"A paradox at the heart of gift-giving", *The Economist*, June 28, 2018

"The Art of Suggested Donation Amounts", *The Wall Street Journal*, December 11, 2016

"When and How Fundraisers Should Suggest How Much To Donate", *Harvard Business Review Online*, December 2016

"Merchants uncertain over election's impact", *Chicago Tribune*, November 2016

"Consumer Protection Takes More Than Transparency", *Chicago Booth Review*, August 2016

"Your tax dollars at work: $5 bribes to take a government survey", *Los Angeles Times*, October 2016

"What Your Future Self Can Teach You", *Capital Ideas*, December, 2015

"Smokers More Likely to Quit If Their Own Cash is on the Line", *National Public Radio*, May 13, 2015

"Using Smartphones and Apps to Enhance Loyalty Programs", *New York Times*, January 28, 2015

"This Deadline-related Mistake May Be Costing You Money", *Capital Ideas*, Fall 2014

"Beyond the Ice Bucket Challenge", *Capital Ideas*, Winter 2014

"How to Use Your Memory To Boost Your Savings", *US News and World Report*, Feb 5, 2014

"Prepare to be shocked! What happens when you actually click on one of those 'One Weird Trick' ads?", *Slate*, July 30, 2013

"Meet Future You (now be nice): Psychology offers a strange new tactic for keeping your resolutions", *Boston Globe*, January 4, 2013

"Breaking: Obama Supporters and Romney Supporters May Not Actually Hate Each Other", *The Atlantic.com*, Sep 27, 2012

"Posting of calories not lowering count for most diners", *Chicago Tribune*, Sept. 23, 2012

"On the road again", *Golf Digest*, July 2011

"The Secret of Saving For a Rainy Day", *U.S. News and World Report*, July 19, 2011

"It's Academic", *Chicago Tribune*, February 8, 2011

"Get to Know Yourself", *Time Healthnet*, Jan 3, 2011

"In Politics, Live in the Present and Kick Problems to the Future", *New York Times*, January 2, 2011

"Going for the Goal", *Capital Ideas*, November 2008