

## ACADEMIC POSITIONS

2012-present	Professor of Management Rady School of Management, UCSD
2006-2012	Associate Professor (with tenure) and then Professor of Management Stern School of Business, New York University
2004-2006	Associate Professor of Management Fuqua School of Business, Duke University
1997-2004	Assistant and then Associate Professor of Behavioral Science University of Chicago Booth Graduate School of Business
Fall 1999, 2000, 2001	Visiting Professor Recanati School of Management, Tel Aviv University
1996-1997	Post-Doctoral Fellow in Psychology and Economics California Institute of Technology

## EDUCATION

1996	Ph.D. in Psychology, Stanford University (Principal Advisor: Amos Tversky)
1991	A.B. in Economics and Psychology, <i>magna cum laude</i> , with honors, University of Pennsylvania

## PUBLICATIONS

- “Risk Matters Less When Options Are Apples-to-Oranges: The Translate-and-Accommodate Model.” (accepted), *Psychological Review* (with Evan Weingarten and Gerooge Wu).
- “Positive Reciprocity When Motives Are Ambiguous.” (2025), *Experimental Economics*, 28(3), 758 – 781. <https://doi.org/10.1017/eec.2025.10009> (with Johannes Müller-Trede)
- “Failing to Utilize Potentially Effective Focal Points: Prominence can Stymie Coordination on Distinct Actions.” (2024), *Games and Economic Behavior*, 148, 68 – 81 (with Uri Gneezy).
- “Risky Sure Things.” (2023), *Management Science*, 69(8), 4707-4720 (with Alex Markle and Johannes Muller-Trede).
- “Simultaneous Preferences for Hedging and Doubling Down: Focal Prospects, Background Positions, and Nonconsequentialist Conceptualizations of Uncertainty.” (2018), *Management Science*, 64(12), 5946-5959 (with Alex Markle).
- “Asymmetries between positives and negatives” (2014), *Personality and Social Psychology Compass*, 8(12), 699-707 (with Chris Hsee and Judy Tang).
- “Multiple Unit Holdings Yield Attenuated Endowment Effects” (2013), *Management Science*, 59(3), 545 – 555 (with Katherine Burson and David Faro).

- “Suboptimal Choices and the Need for Experienced Individual Well-Being in Economic Analysis” (2012), *International Journal of Happiness and Development*, 1, 63-85 (with Chris Hsee and Alois Stutzer).
- “ABC’s of Principal-Agent Interactions: Accurate predictions, biased processes, and contrasts between working and delegating” (2010). *Organizational Behavior and Human Decision Processes*, 113, 1 -12 (with Katherine Burson and David Faro).
- “The Power of Focal Points is Limited: Even Minor Payoff Asymmetry Yields Massive Coordination Failures” (2008). *American Economic Review*, 98, 1443-1458 (with Vincent Crawford and Uri Gneezy).
- “On the Psychology of Loss Aversion: Possession, Valence, and Reversals of the Endowment Effect” (2007). *Journal of Consumer Research*, 34, 369-376 (with Lyle Brenner, Sanjay Sood, and Baler Belgin)
- “Feeling and Thinking in Memory-Based versus Stimulus-Based Choice” (2007). *Journal of Consumer Research*, 33, 461-469 (with Lyle Brenner and Sanjay Sood).
- “Between Ignorance and Truth: Partition-Dependence and Learning in Judgment Under Uncertainty” (2006) *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 32, 1385-1402 (with Kelly See and Craig Fox).
- “Decision Making without Likelihood Judgment,” (2006). *Organizational Behavior and Human Decision Processes*, 101, 74-88 (with Ran Kivetz).
- “Affect, Empathy, and Predictions of Others’ Risk Tolerance” (2006). *Management Science*, 52, 529-541 (with David Faro).
- “When is More Better? On the Relationship between Magnitude and Subjective Value” (2005). *Current Directions in Psychological Science*, 34, 234-237 (with Chris Hsee and Zhixing Xiao).
- “Incorporating Behavioral Anomalies in Strategic Models,” (2005) *Marketing Letters*, 16, 361-373 (with Chakravarthi Narasimhan, Chuan He, Eric Anderson, Lyle Brenner, Preyas Desai, Dmitri Kuksov, Paul Messinger, Sridhar Moorthy, Joseph Nunes, Rick Staelin, George Wu, and Z. John Zhang).
- “Music, Pandas, and Muggers: On the Affective Psychology of Value” (2004). *Journal of Experimental Psychology: General*, 133, 23-30 (with Christopher Hsee; appears as a chapter in *The Construction of Preference*, edited by Sarah Lichtenstein and Paul Slovic).
- “Nine Affect-Based Decision Phenomena” (2004). In the *Handbook of Judgment and Decision Making*, edited by Nigel Harvey and Derek Koehler (with Suzanne Shu).
- “On Decisions that Lead to Decisions: Direct and Derived Assessments of Preference” (2004). *Journal of Consumer Research*, 31, 17-25 (with Lyle Brenner and Sanjay Sood).
- “Typical versus Atypical Unpacking: Additive and Superadditive Probability Judgment” (2004). *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30, 573-582 (with Steve Sloman, Ed Wisniewski, Constantinos Hadjichristidis, and Craig Fox).
- “Partition Priming in Judgment under Uncertainty” (2003). *Psychological Science*, 14, 195-200 (with Craig Fox).
- “Remarks on Support Theory: Recent Advances and Future Directions” (2002). In *Heuristics and Biases: The Psychology of Intuitive Judgment*, edited by Tom Gilovich, Dale Griffin, and Daniel Kahneman (with Lyle Brenner and Derek Koehler).
- “Money, Kisses, and Electric Shocks: On the Affective Psychology of Risk” (2001). *Psychological Science*, 12, 185-190 (with Christopher Hsee).

- “The Illusion of Leadership: Misattribution of Cause in Coordination Games” (2001). *Organization Science*, 12, 582-598 (with Colin Camerer, Marc Knez, and Roberto Weber).
- “Comparison, Grouping and Preference” (1999). *Psychological Science*, 10, 225-229 (with Lyle Brenner and Sanjay Sood).
- “Similarity Between Hypotheses and Evidence” (1999). *Cognitive Psychology*, 38, 110-128 (with Lyle Brenner and Sanjay Sood).
- “Focus, Repacking, and the Judgment of Disjunctive Hypotheses” (1999). *Journal of Behavioral Decision Making*, 12, 141-148 (with Lyle Brenner).
- “Unpacking, Repacking, and Anchoring: Advances in Support Theory” (1997). *Psychological Review*, 104, 406-414 (with Amos Tversky; appears as a chapter in *Heuristics and Biases: The Psychology of Intuitive Judgment*, edited by Tom Gilovich, Dale Griffin, and Daniel Kahneman; appears as a chapter in *Preference, Belief, and Similarity: Selected Writings of Amos Tversky*, edited by Eldar Shafir)
- “Context-Dependence in Legal Decision Making” (1996). *The Journal of Legal Studies*, 25, 287-328 (with Mark Kelman and Amos Tversky; appears as a chapter in *Behavioral Law and Economics*, edited by Cass Sunstein).

#### **UNDER REVIEW / REVISE & RESUBMIT**

- “The Description-Experience Gap, and the Conditions that Trigger Overweighting and Neglect of Rare Outcomes” (with Ido Erev and Eden Heilprin).
- “A Social Cognition Perspective on the Heterogeneity of Intuitive Behavior in Economic Games” (with Johannes Müller-Trede).

#### **MAJOR EDITORIAL ACTIVITIES**

- Associate Editor: Decision Analysis at *Management Science*, since 2023
- Department Editor: Decision Analysis at *Management Science*, 2017 – 2023
- Department Editor: Judgment and Decision Making at *Management Science*, 2012 – 2017
- Editorial Board: *Journal of Behavioral Decision Making*, *Organizational Behavior and Human Decision Processes*, *Management Science*