

# CLAIRE I. TSAI

(March 2023)

Joseph L. Rotman School of Management

University of Toronto

105 St. George Street

Toronto, ON M5S 3E6

Phone: (416) 946-3128

Fax: (416) 978-5433

[claire.tsai@rotman.utoronto.ca](mailto:claire.tsai@rotman.utoronto.ca)

<https://www.clairetsai.com/> | [www.rotman.utoronto.ca/claire.tsai](http://www.rotman.utoronto.ca/claire.tsai)

## EDUCATION

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PhD The University of Chicago, Graduate School of Business, 2007  
Marketing and Behavioral Science

MBA The University of Chicago, Graduate School of Business, 2001

BBA National Taiwan University, Taipei, Taiwan, 1997

**Dissertation Title:** “Determinants of Consumer Confidence: Am I Sure What I Want As A Consumer?”  
(Supervisors: Reid Hastie and Joshua Klayman)

## ACADEMIC POSITIONS

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2021 – present Professor of Marketing  
Research Fellow, Behavioural Economics in Action (BEAR)  
Rotman School of Management, University of Toronto

2013 – 2021 Associate Professor of Marketing (with tenure)  
Research Fellow, Behavioural Economics in Action (BEAR)  
Rotman School of Management, University of Toronto

2013-2014 Visiting Scholar in Marketing (Sabbatical)  
Columbia University (fall 2013), UCLA (winter 2014)

2007 – 2013 Assistant Professor of Marketing  
Rotman School of Management, University of Toronto

## NON-ACADEMIC POSITIONS

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2020 – 2021 Advisory Board Member, Salus Global Corp., Toronto

2018 – 2019, 2022 – present Behavioral Economist, Competition Bureau, Ottawa

2018 – present Chief Behavioral Scientist, Tevah Advisory LTD, Toronto

2018 – present Founder / Director, [the CREATE Lab](#), Rotman, Toronto

2013 – 2015 Consultant, the BIAS Project, MDRC, New York

2013 – 2014 Expert Witness, Ruby Shiller Chan Hasan Barristers, Toronto

2001 – 2002	Associate, Investment Banking, Deutsche Bank, New York and Hong Kong
2000	Associate, Investment Banking Division, Lehman Brothers, New York

## GRANTS, AWARDS, AND HONORS

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- [Financial Times Academic Research with Real-world Impact Award](#), 2022
- TD MDAL Research Grant, 2021, \$10,000
- Outstanding Reviewer Award, Journal of Consumer Research, 2020.
- Insight Grant, Social Sciences and Humanities Research Council of Canada (SSHRC), 2017-2022, \$139,047  
3<sup>rd</sup> of all 83 Canada-wide submissions to the committee
- Rotman Commerce Education Enhancement Fund, 2017-2020
- SIG, Social Sciences and Humanities Research Council of Canada (SSHRC), 2016 (\$5,000), 2020 (\$7,000), 2022 (\$6000)
- Yearly Excellence in Teaching Awards, Rotman School of Management, 2009, 2012, 2013, 2017, 2018
- Dean's Award for Excellence in Research, Rotman School of Management, 2013
- New Paths to Purpose Research Grant, the John Templeton Foundation, 2013, \$126,712
- University of Toronto Excellence Award, 2012
- Week in Ideas, Wall Street Journal, 2011
- Standard Research Grant, Social Sciences and Humanities Research Council of Canada (SSHRC), 2010-2012, \$88,547
- Integrative Thinking Research Network Seed Grant, Desautels Centre for Integrative Thinking, University of Toronto, 2008
- Connaught Start-up Grant, University of Toronto, 2007

## RESEARCH

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### Research Interests

Behavioral science, hedonomics, happiness, overconfidence bias, confidence judgments, and metacognitive experiences

### Journal Publications

1. Chung, Jaeyeon, Donald Lehman, Leonard Lee, and **Claire I. Tsai** (2023), "Spending Windfall ("Found") Time on Hedonic versus Utilitarian Activities?" *Journal of Consumer Research* (authors listed in alphabetical order), 49(6), 1118-1139.
2. **Tsai, Claire I.**, Min Zhao, and Dilip Soman (2022), "Salient Knowledge That Others Are Also Evaluating Reduces Judgment Extremity," *Journal of the Academy of Marketing Science*, 50, 366-387.
3. **Tsai, Claire I.** and Ying Zeng (2021), "Risky but Alluring: Severe COVID-19 Pandemic Influence Increases Risk Taking," *Journal of Experimental Psychology: Applied*, 27(4), 679–694 (equal contribution).

Published in the special issue: Risk Perception, Communication, and Decision Making in the Time of COVID-19. Reprint in Rotman Magazine (2023 Jan), Toronto, ON: University of Toronto.

4. Robitaille, Nicole, Nina Mazar, and **Claire I. Tsai**, Avery M. Haviv, and Elizabeth Hardy. (2021), "Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment," *Journal of Marketing*, 85(3), 168-183.  
  
Published in the special issue at *Journal of Marketing: Better Marketing for a Better World*. Selected as the finalist for the 2022 AMA/Marketing Science Institute/H. Paul Root Award. Winner of the [Financial Times Academic Research with Real-world Impact Award](#), 2022
5. Scharfenberger, Philipp, Jan R. Landwehr, **Claire I. Tsai**, Andreas Herrmann, Ann L. McGill, and Jenny Zimmermann (2020), "How Consumption Vocabulary Directs Product Discussions: The Guiding Influence of Feature Labels on Consumers' Communication and Learning about Products in Online Communities", *Journal of Marketing Behavior*, 4(2), 173-202.
6. Lee, Leonard, Jeffrey Inman, ... and **Claire I. Tsai** (2018), "From Browsing to Buying and Beyond: The Needs-Adaptive Shopper Journey Model," *Journal of the Association for Consumer Research*, 3(3), 277-293.
7. **Tsai, Claire I.**, and Jia Lin Xie (2017), "How Incidental Confidence Influences Self-Interested Behaviors? A Double-Edged Sword," *Journal of Behavioral Decision Making*, 30(5), 1168-1181.
8. Castelo, Noah, Elizabeth Hardy, Julian House, Nina Mazar, **Claire I. Tsai**, and Min Zhao (2015), "Moving Citizens Online: Salience and Framing as Motivators for Behavioral Change," *Journal of Behavioral Science and Policy*, 1(2), 57-68.
9. Lee, Leonard and **Claire I. Tsai** (2014), "How Price Promotions Influence Postpurchase Consumption Experience over Time," *Journal of Consumer Research*, 40(5), 943-959 (equal contribution).  
  
Selected media coverage: [Psychology Today](#)
10. Shen, Luxi, Christopher K. Hsee, Qingsheng Wu, and **Claire I. Tsai** (2012), "Over-Predicting and Under-Profiting in Pricing Decisions," *Journal of Behavioral Decision Making*, 25, 512-521.
11. Thomas, Manoj and **Claire I. Tsai** (2012), "Psychological Distance and Subjective Experience: How Distancing Reduces the Feeling of Difficulty," *Journal of Consumer Research*, 39(2), 341-359 (equal contribution).  
  
Selected media coverage: [Harvard Business Review](#), [Business Insider](#), [MSN News via CBC.ca](#), [ABC news](#), etc.
12. **Tsai, Claire I.**, and Min Zhao (2011), "Predicting Consumption Time: The Role of Event Valence and Unpacking," *Journal of Consumer Research*, 38(3), 459-473.
13. Zhao, Min and **Claire I. Tsai** (2011), "The Effects of Duration Knowledge on Forecasted vs. Actual Affective Experience," *Journal of Consumer Research*, 38(3), 525-534 (equal contribution).  
  
Selected media coverage: [The Wall Street Journal](#), [Time](#), [the Globe and Mail](#), and others.
14. **Tsai, Claire I.**, and Manoj Thomas (2011), "When Does Feeling of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects," *Psychological Science*, 22 (3), 348-354.
15. **Tsai, Claire I.** and Ann L. McGill (2011), "No Pain, No Gain? How Construal Level and Fluency Affect Consumer Confidence," *Journal of Consumer Research*, 37 (5), 807-821.
16. **Tsai, Claire I.** and Christopher K. Hsee (2009), "A Behavioral Account of Compensation Awarding Decisions," *Journal of Behavioral Decision Making*, 22 (2), 138-152.
17. **Tsai, Claire I.**, Joshua Klayman, and Reid Hastie (2008), "Effects of Amount of Information on Judgment Accuracy and Confidence," *Organizational Behavior and Human Decision Processes*, 107 (2), 107, 97-105. (Lead article.)

Selected media coverage: International Herald Tribune, [Psychology Today](#), and others.

### **Manuscripts under Review and Working Papers**

1. Zeng, Ying, Claire I. Tsai, Wei Lu, "Evaluation Inflation: Consumers Give Higher Product Ratings on Transaction Sites than Non-transaction Sites," revising for resubmission at the *Journal of Marketing Research*.
2. Chami, Rita-Maria, Roxanna MacMillan, Claire I. Tsai, S.M. Hashim Nainar, "Brief decision aids to facilitate parental decision making in pediatric dentistry," under review.
3. Claire I. Tsai, Charlene Chen, and Yu-Ping Chen, "The Thought Counts: How Surprise Marketing Rewards Influence Consumption Enjoyment Over Time," under review.
4. Han, Jerry J. and \*Claire I. Tsai, "Incidental Perception of High Control Mitigates Processing Fluency Effects," working paper.
5. Tsai, Claire I., and Min Zhao, "To-Go versus To-Date Focus Moderates The Effect of Unpacking on Consumption Experience," working paper.
6. Tsai, Claire I., and Reid Hastie, "Re-engineering the Concept of Consumer Confidence," working paper.
7. Zeng, Ying, Claire I. Tsai, Min Zhao, and Nicole Robitaille, "How Distance from the End Influences Actual vs. Predicted Consumer Experiences: A Resource Allocation Account," working paper.
8. Tsai, Claire I., and Kailuo Liu, "Good Things Siate and Bad Things Escalate<sup>1</sup>: People Adapt Faster To Positive Outcomes than Negative Outcomes," manuscript in preparation.

### **Chapters in Books and Edited Volumes**

1. Tsai, Claire I. and Kyle Christian (in press), "Online Experiments: Design and Infrastructure (Guide 1), Sage Publications.
2. Tsai, Claire I. and Kyle Christian (in press), "Online Experiments: Execution and Interpretation (Guide 2), Sage Publications.
3. Tsai, Claire I. (2012), "Hedonomics in Consumer Behavior," in D. Soberman & D. Soman (eds.), *Flux: What Marketing Managers Need to Know to Navigate the New Environment*, Toronto: University of Toronto Press.
4. Hsee, Christopher K. and Claire I. Tsai, (2008), "Hedonomics in Consumer Behavior," in *Handbook of Consumer Psychology*, Curtis P. Haugtvedt, Paul M. Herr, and Frank R. Kardes (eds.), Mahwah, NJ: Erlbaum, 639-658.

### **Managerial / Popular Press Articles**

1. Tsai, Claire I. and Ying Zeng (2023 Jan). "Risky but Alluring: Severe COVID-19 Pandemic Influence Increases Risk Taking," *Rotman Magazine*, Toronto, ON: University of Toronto.
2. Tsai, Claire I. and Joanne Han (2021). "Achieving Wellness in the Age of COVID: The Power of Social Networks," *Rotman Magazine*, Winter 2021, Toronto, ON: University of Toronto.
3. Tsai, Claire I. (2019), "Introducing the Needs-Adaptive Consumer," *Rotman Magazine*, Fall 2019, Toronto, ON: University of Toronto.
4. Tsai, Claire I. and Leonard Lee (2015), "Why Do Discounts Backfire in the Long Run?" AIMIA Institute.

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<sup>1</sup> Coombs, Clyde H., and George S. Avrunin (1977), "Single-Peaked Functions and the Theory of Preference," *Psychological Review*, 84 (2), 216-30

5. Tsai, Claire I. and Christopher K. Hsee (2008), "Hedonomics in Consumer Behavior," *Rotman Magazine*, Spring 2008, Toronto, ON: University of Toronto, p. 44-49. (Top 20 sales of *Rotman Magazine* articles on Harvard Business Review's website from July to December, 2009, 2011- 2014, 2016, 2018.)

#### **Publications in Refereed Conference Proceedings**

1. Tsai, Claire I. and Ying Zeng, "“Risky but Alluring: Severe COVID-19 Pandemic Influence Increases Risk Taking,” in Abigail Bergman, Oleg Urminsky, Daniel O’Leary, Abigail Sussman, Jennifer Trueblood, Ying Zeng, Claire Tsai, and Yeim Orhun (2021) , "Risk in the Time of Covid", in *NA - Advances in Consumer Research Volume 49*, eds. Tonya Williams Bradford, Anat Keinan, and Matthew Thomson, Duluth, MN : *Association for Consumer Research*, Pages: 578-582.
2. Tsai, Claire I. and Min Zhao, "Affective Experience over Time: The Role of Segregation and Counting Direction" in B. Kyu Kim, Byung Geun Cho, and He (Michael) Jia (2020) , "Sound of Products' Soundness: the Effect of Product Operation Sound on Judgment of Product Quality", in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN: *Association for Consumer Research*, Pages: 907-912.
3. Claire I. Tsai, Kailuo Liu, and Ruoning Li (2019), "Bad Things Escalate and Good Things Satiates? A Reference Point Stickiness Perspective," in *NA, Society for Consumer Psychology Proceedings*, Kelly Haws and Brent McFerran (eds.), Society for Consumer Psychology, Savannah, 60.
4. Claire I. Tsai and Jia lin Xie (2017), "How Incidental Confidence Influences Self-Interested Behaviors? a Double-Edged Sword", in *NA - Advances in Consumer Research Volume 45*, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research.
5. Jerry Han and Claire I. Tsai (2017), "Going With the Flow-Ency: the Role of Perceived Control on Fluency Effects", in *NA - Advances in Consumer Research Volume 45*, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN : Association for Consumer Research.
6. Charlene Chen and Claire I. Tsai (2016), "The Thought Counts: Effect of Surprise on the Consumption Experience of Gifts", in *NA - Advances in Consumer Research*, 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, 412-3.
7. Claire I. Tsai, Min Zhao, and Nicole Robitaille (2016), "How "Time Until the End" Influences Actual Versus Predicted Consumer Experiences: a Resource Allocation Account", in *NA - Advances in Consumer Research*, 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 241-5.
8. Jaeyeon Chung, Claire I. Tsai, Leonard Lee, and Don Lehmann (2016) , "The Found Time", in *NA - Advances in Consumer Research*, 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN : Association for Consumer Research, 414-6.
9. Nicole Robitaille, Nina Mazar, and Claire I. Tsai (2016) , "Nudging to Increase Organ and Tissue Donor Registrations", in *NA, Society for Consumer Psychology*, Nina Mazar and Gal Zauberman (eds.), Society for Consumer Psychology, St. Petersburg, 243-4.
10. Claire I. Tsai and Min Zhao (2015) , "The Intensification Effect of Quantity Specificity on Consumption Experience Over Time", in *NA - Advances in Consumer Research*, 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, 571-2.
11. Nicole Robitaille, Nina Mazar, and Claire I. Tsai (2015) , "Nudging to Increase Organ and Tissue Donor Registrations", in *NA - Advances in Consumer Research*, 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, 176-180.

12. Jaeyeon Chung, Claire I. Tsai, Leonard Lee, and Donald Lehmann (2015) , "The Concept of Found Time ", in NA - *Advances in Consumer Research*, 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, 782.
13. Tsai, Claire I. and Min Zhao (2014), "Affective Experience Over Time: The Role of Event Representation and Counting Direction", in NA - *Advances in Consumer Research*, 42, June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 711.
14. Tsai, Claire I., Min Zhao, and Dilip Soman (2012), "The Facebook Effect: Are Judgments Influenced by the Knowledge that Others Are Also Evaluating?" *Advances in Consumer Research*, 40, Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu (eds.), Duluth, MN : Association for Consumer Research, 203-8.
15. Tsai, Claire I., and Leonard Lee (2012) "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience," *Advances in Consumer Research* Volume 40, eds. *Advances in Consumer Research*, 40, Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu (eds.), Duluth, MN : Association for Consumer Research, 168-172.
16. Tsai, Claire I., and Manoj Thomas (2011), "When Does Metacognitive Experience Influence Preference? The Moderating Role of Construal Mindset," *Advances in Consumer Research*, 38, Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer (eds.), Duluth, MN: Association for Consumer Research.
17. Tsai, Claire I., and Min Zhao (2011), "The Effects of Duration Knowledge on Forecasting Versus Actual Affective Experiences," *Advances in Consumer Research*, 38, Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer (eds.), Duluth, MN: Association for Consumer Research.
18. Tsai, Claire I., and Manoj Thomas (2011), "When Does Metacognitive Experience Influence Preference? The Moderating Role of Construal Mindset," *Winter Conference Proceedings – Society for Consumer Psychology*, Naomi Mandel, David Silvera, Maura Scott (eds.), Society for Consumer Psychology, GA: Atlanta.
19. Tsai, Claire I., Min Zhao, Jing Wan (2010), "The Effect of Unpacking and Valence on Future Time Estimates," *Advances in Consumer Research*, 37, Margaret C. Campbell, Jeff Inman, and Rik Pieters (eds.), Duluth, MN: Association for Consumer Research.
20. Tsai, Claire I. and Ann L. McGill (2010), "On The Psychology Of Confidence - The Effects of Fluency and Construal Level on Confidence Judgments," *Advances in Consumer Research*, 37, Margaret C. Campbell, Jeff Inman, and Rik Pieters (eds.), Duluth, MN: Association for Consumer Research.
21. Tsai, Claire I., and Min Zhao (2010), " Unpacking and Valence in Future Time Estimates," in Adam Duhachek and Meg Meloy (eds.), *Winter Conference Proceedings – Society for Consumer Psychology*, Society for Consumer Psychology, FL: St. Petersburg, 21.
22. Tsai, Claire I., and Ann L. McGill (2010), "The Effects of Fluency and Construal Level on Confidence Judgments," *Winter Conference Proceedings – Society for Consumer Psychology*, Adam Duhachek and Meg Meloy (eds.), Society for Consumer Psychology, FL: St. Petersburg, 57-60
23. Zhao, Min and Claire I. Tsai (2010), "On the Psychology of Hedonic Adaptation – The Effects of Duration Knowledge on Forecasting versus Actual Affective Experiences," *Winter Conference Proceedings – Society for Consumer Psychology*, Adam Duhachek and Meg Meloy (eds.), Society for Consumer Psychology, FL: St. Petersburg, 216.
24. Tsai, Claire I., and Christopher K. Hsee (2007), "Lay Scientism: Ignorance of Value in Compensation Decisions," *Advances in Consumer Research*, 34, Gavan Fitzsimons and Vicki Morwitz (eds.), Duluth, MN: Association for Consumer Research, 265-268.

25. Tsai, Claire I., Reid Hastie, and Joshua Klayman (2006), "Effects of Amount of Information on Overconfidence," *Advances in Consumer Research*, 33, Connie Pechmann and Linda Price (eds.), Duluth, MN: Association for Consumer Research, 181-184.

## CONFERENCE PRESENTATIONS

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### Refereed Conference Presentations

1. "Consuming (and Communicating) Risk-Related Information for a Better World," Choice Symposium, August 2023 (scheduled).
2. "Evaluation Inflation: Consumers Give Higher Product Ratings on Transaction Sites than Non-transaction Sites," The 2023 Consumer Insights Conference at Yale University, School of Management, May 2023 (scheduled).
3. "Risky but Alluring: Severe COVID-19 Pandemic Influence Increases Risk Taking," Association for Consumer Research, (Online), October 2021.
4. "The Effect of Unpacking on Consumers' Sensory Experience: A Goal-gradient Account," Association for Consumer Research, Paris (Online), October 2020.
5. "The Psychology of the Sharing Economy: How the Sharing Economy Concept Promotes Consumer Altruistic Behaviors," Society of Consumer Psychology, Savannah, February 2019.
6. "Bad Things Escalate and Good Things Sate? A Reference Point Stickiness Perspective," Society of Consumer Psychology, Savannah, February 2019.
7. "The Psychology of the Sharing Economy: How the Sharing Economy Concept Promotes Consumer Altruistic Behaviors," Association for Consumer Research, Dallas, October 2018.
8. "How Incidental Confidence Influences Self-Interested Behaviors? A Double-Edged Sword," Society for Judgment and Decision Making, Vancouver, November 2017.
9. "Going with the Flow-ency: The Role of Perceived Control on Fluency Effects," Association for Consumer Research, San Diego, October 2017.
10. "How Incidental Confidence Influences Self-Interested Behaviors? A Double-Edged Sword," Association for Consumer Research, San Diego, October 2017.
11. "From Browsing to Buying and Beyond: An Analysis of Shopper Journey Archetypes," Baker Retailing Center at Wharton, Philadelphia, June 2017.
12. "How People Use Found Time?" Society of Consumer Psychology, San Francisco, February 2017.
13. "Going with the Flow-ency: The Role of Perceived Control on Fluency Effects," Society of Consumer Psychology, San Francisco, February 2017.
14. "The Thought Counts: Effect of Surprise on the Consumption Experience of Gifts," Society of Consumer Psychology, San Francisco, February 2017.
15. "How People Use Found Time?" Association for Consumer Research, Berlin Germany, October 2016.
16. "The Thought Counts: Effect of Surprise on the Consumption Experience of Gifts," Association for Consumer Research, Berlin Germany, October 2016.
17. "How Distance from the End Influences Actual vs. Predicted Consumer Experiences: A Resource Allocation Account," Association for Consumer Research, Berlin Germany, October 2016.
18. "Affective Experience over Time: The Role of Segregation and Counting Direction," Behavioral Decision Research in Management, Toronto, June 2016.

19. "Nudging to Increase Organ and Tissue Donor Registrations," Behavioral Decision Research in Management, Toronto, June 2016.
20. "How People Use Found Time?" Behavioral Decision Research in Management, Toronto, June 2016.
21. "From Browsing to Buying and Beyond: Treading the Path to Purchase," Choice Symposium, May 2016.
22. "Nudging to Increase Organ and Tissue Donor Registrations," Southern Ontario Behavioral and Decision Research, May 2016.
23. "Nudging to Increase Organ and Tissue Donor Registrations," Behavioral Science & Policy Conference, Washington DC, April 2016.
24. "Nudging to Increase Organ and Tissue Donor Registrations," Society of Consumer Psychology, February 2016.
25. "Decelerating Hedonic Adaptation: The Effects of Quantity Specificity," Society for Judgment and Decision Making, Chicago, November 2015.
26. "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at Society for Judgment and Decision Making, Chicago, November 2015.
27. "Decelerating Hedonic Adaptation: The Effects of Quantity Specificity," Association for Consumer Research, New Orleans, October 2015.
28. "How Consumers Use Found Time," Association for Consumer Research, New Orleans, October 2015.
29. "The Concept of Found Time," Association for Consumer Research, New Orleans, October 2015.
30. "Nudging to Increase Organ and Tissue Donor Registrations," Association for Consumer Research, New Orleans, October 2015.
31. "Decelerating Hedonic Adaptation: The Effects of Quantity Specificity," Association for Consumer Research, New Orleans, October 2015.
32. "How Incidental Confidence Influences Self-Interested Behaviors? A Double-Edged Sword," Academy of Management, Vancouver, British Columbia, August 2015.
33. "Increasing Organ and Tissue Donor Registration," paper presented at The La Londe Conference in Marketing Communications and Consumer Behavior, La Londe, France.
34. "Affective Experience over Time: The Role of Segregation and Counting Direction," Society for Consumer Psychology in Europe, Vienna, Austria, June 2015.
35. "Affective Experience over Time: The Role of Segregation and Counting Direction," Association for Consumer Research, Baltimore, October 2014.
36. "Affective Experience over Time: The Role of Segregation and Counting Direction," Society for Judgment and Decision Making, Long Beach, November 2014.
37. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience," Association for Consumer Research in Europe, Barcelona, July 2013.
38. "The Facebook Effect: Are Judgments Influenced by the Knowledge that Others Are Also Evaluating?" Advertising and Consumer Psychology Conference, Singapore, December 2012.
39. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience," Advertising and Consumer Psychology Conference, Singapore, December 2012.



40. "The Facebook Effect: Are Judgments Influenced by the Knowledge that Others Are Also Evaluating?" Association for Consumer Research, Vancouver, October 2012.
41. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience," Association for Consumer Research, Vancouver, October 2012.
42. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience," Society for Consumer Psychology in Europe, Florence, Italy, June 2012.
43. "The Immediate and Delayed Effects of Price Promotions on Post-Purchase Consumption Experience," Society for Judgment and Decision Making, Seattle, November 2011.
44. "When Do Feelings of Fluency Matter? How Abstract and Concrete Thinking Influence Fluency Effects," Society for Consumer Psychology, Atlanta, February 2011.
45. "The Effects of Duration Knowledge on Forecasting Versus Actual Affective Experiences," Association for Consumer Research, Jacksonville, October 2010.
46. "When Does Metacognitive Experience Influence Preference? The Moderating Role of Construal Mindset," Association for Consumer Research, Jacksonville, October 2010.
47. "On the Psychology of Hedonic Adaptation – The Effects of Duration Knowledge on Forecasting Versus Actual Affective Experiences," Behavioral Decision Research in Management, Pittsburgh, June 2010.
48. "On the Psychology of Confidence – The Effects of Fluency and Construal Level on Confidence Judgments," Society for Consumer Psychology, St. Pete Beach, February 2010.
49. "On the Psychology of Hedonic Adaptation – The Effects of Duration Knowledge on Forecasting Versus Actual Affective Experiences," Society for Consumer Psychology, St. Pete Beach, February 2010.
50. "The Effect of Unpacking and Valence on Future Time Estimates," Society for Consumer Psychology, St. Pete Beach, February 2010.
51. "On the Psychology of Hedonic Adaptation – The Effects of Duration Knowledge on Forecasting Versus Actual Affective Experiences," Society for Judgment and Decision Making, Boston, November 2009.
52. "On the Psychology of Confidence – The Effects of Fluency and Construal Level on Confidence Judgments," Association for Consumer Research, Pittsburgh, October 2009.
53. "The Effect of Unpacking and Valence on Future Time Estimates," Association for Consumer Research, Pittsburgh, October 2009.
54. "Compensation based on irrelevant factors," Association for Consumer Research, Orlando, October 2006.
55. "Effects of amount of information on judgment accuracy and confidence," Association for Consumer Research, San Antonio, October 2005.
56. "Effects of amount of information on judgment accuracy and confidence," Society for Judgment and Decision Making, Minneapolis, November 2004.

#### **Invited Conference Presentations**

1. "Nudging to Increase Organ and Tissue Donor Registrations," paper presented at Behavioural Insights into Business for Social Good, Vancouver, BC.
2. "How to Apply Behavioral Economics to Make Better Decisions Now," Competition Bureau Canada & Canadian Bar Association, May 2018
3. "How to Apply Behavioral Economics to Make Better Decisions Now," Presidents of Enterprising Organizations, November 2017

4. "Incidental Perception of High Control Mitigates Processing Fluency Effects," University of Houston Doctoral Symposium, April 2017.
5. "Behavioral Economics, Nudge, and Financial Decisions," CPA Ontario's Conference for Women, December 2015.
6. Roundtable: "Conducting Field Experiments in Consumer Research," Asia Pacific Association of Consumer Research, Hong Kong, June 2015
7. "Behavioral Economics, Nudge, and Financial Decisions," MMPA Conference at U of T Mississauga, Toronto, Ontario, 2014.
8. "Keeping People Motivated: Using Technology to Engage and Motivate," New Paths to Purpose Conference, University of Chicago, Chicago, IL, 2014.
9. "Behavioral Economics, Nudge, and Financial Decisions," IV Latin American Financial Education Congress, organized by Asobancaria, the Latin-American Banking Federation (Felaban) and Child and Youth Finance International, Bogota, Columbia, 2013.
10. "How Price Promotions Influence Post-purchase Consumption Experience over Time," JDM Winter Symposium, Snowbird, Utah, January 2013.
11. "The Facebook Effect: Are Judgments Influenced by the Knowledge that Others Are Also Evaluating?" The 2012 Consumer Insights Conference at Yale University, School of Management, April 2012.
12. "On the Psychology of Hedonic Adaptation – The Effects of Duration Knowledge on Forecasting Versus Actual Affective Experiences," Consumer Behavior Marketing Research Camp, Ivey Business School University of Western Ontario London, London, January 2010.
13. "On the Psychology of Confidence – The Effects of Fluency and Construal Level on Confidence Judgments," BBCRST Conference at Cornell University, Ithaca, April 2009.
14. "A Behavioral Account of Compensation Awarding Decisions," Southern Ontario Behavioral Decision Research Conference, Waterloo, May 2008.

## INVITED TALKS

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- 2022: University of Virginia, The Frank Batten School of Leadership and Public Policy; University of British Columbia, DIBS Behavioural Insights Seminar; Virginia Tech, Marketing Seminar
- 2019: Competition Bureau Canada
- 2018: Canadian Bar Association; Hong Kong Polytechnic University
- 2017: Presidents of Enterprising Organizations
- 2016: University of Guelph; National Taiwan University; University of Southern California, Dornsife Mind & Society Center; Chinese University of Hong Kong
- 2014: The University of Chicago Alumni Club, Taipei, Taiwan; University of Southern California, University of California, Riverside; University of California, Los Angeles
- 2013: Ontario Securities Commission; New York University; Columbia University; Alberta University
- 2012: Northwestern University; Cornell University; University of California San Diego; Yale University; Duke University; National Singapore University
- 2011: London Business School; University of Chicago
- 2006: University of Toronto; Hong Kong University, Singapore Management University; National Singapore University

## TEACHING

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### Courses Taught and Invited Lectures

Instructor: Marketing Research (2019-present), Principles of Marketing (2007, 2017-19), Marketing Management (2009-2013), Integrated Marketing Communication (2013), Managing Customer Value (2014-2015), Strategic Marketing Communication (2016-2018), Branding Strategy (2016-17), Marketing Theory I: Consumer Behavior (2018-present, PhD course).

Behavioral Economics: Foundations of Judgment and Decision Making (2018, PhD course at National Taiwan University, Economics Department), Guest lecturer for PhD seminars: Columbia Business School: Behavioral Economics (Overconfidence, Hedonic Adaptation, 2013), UCLA: Behavioral Decision Theory (Overconfidence, Hedonic Adaptation, 2013)

### Students Dissertation Committees

PhD: Chair for Ying Zeng (Toronto, expected 2024); Co-chair for Jaewoo Joo (Toronto, 2011); Dissertation committee for Alex Kaju (Toronto, 2019); Rita Chami (Toronto, 2019); Exam committee member for Hee Kyung Ahn (Toronto, 2010); Eugene Chan (Toronto, 2014); Sarah Wei (University of Alberta, 2018)

MS: Doreh Behzadpoor (Toronto, 2020); Rita Chami (Toronto, 2021)

## SERVICE

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### Service to Profession

Co-Editor for Southern Ontario Behavioural Decision Research Conference (SOBDR) 2019-2022

Associate Editor for Association for Consumer Research (ACR) 2019, 2022

Conference co-chair: Behavioral Decision Research in Management (BDRM) 2016, SOBDR 2011

Program committee for ACR, 2016, 2017, 2019-21, 2023; Society of Consumer Psychology Conference (SCP) 2012, 2016, 2021; Asia-Pacific ACR 2015

Competitive paper review board for ACR 2013-17

ERB: Journal of Consumer Research. Reviewer: for Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Psychological Science, Management Science, Organizational Behavior and Human Decision Processes, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Learning, Memory, and Cognition, Marketing Letters, Quarterly Journal of Experimental Psychology, Association for Consumer Research, Society of Consumer Psychology, Society for Judgment and Decision Making, American Marketing Association (AMA), Advertising and Consumer Psychology Conference, Israel Science Foundation (ISF), Social Sciences and Humanities Research Council of Canada (SSHRC), Hong Kong Research Grants Council (RGC), Administrative Sciences Association of Canada (ASAC), LALONDE Conference, European Marketing Association (EMAC), SCP Sheth Dissertation Proposal Competition, Marketing Science Institute (MSI) Clayton Doctoral Dissertation Proposal Competition.

Special Sessions Organized: ACR 2009, 2010, 2018; SCP 2010, 2011, 2017, 2020

Membership of Professional Associations: Association for Consumer Research, Society for Judgment and Decision Making, Society of Consumer Psychology

## **Service to University of Toronto**

Director of Faculty Recruiting, 2020-present  
Inquiry Administrator: Allegations of Research Misconduct, 2020  
Deputy Chair of MBA Programs Committee Meetings, 2019-2020  
Chair of Centres and Research Committee, 2018-2019  
Chair of Management Delegated Ethics Review Committee, 2017-2020  
Tenure and Promotion Committees and Sub-Committees: associate professorship, 3-year interim review for assistant professors  
Faculty Review Committee for Rotman Catalyst Fund, 2017-2021  
Fellow at Behavioral Economics in Action Research Center 2016-present  
Behavioral Economics in Action Research Cluster 2013-2016 (Coordinator, 2014-15)  
Rotman Centres and Research Committee, 2011-2013, 2018-19  
Marketing Faculty Recruiting Committee, 2010, 2018, 2019  
“Centralized Lab Manager Position and Technological Innovations” Task Force, 2014-present  
Marketing MCV Course Teaching Group, 2014-2015  
Marketing BCommerce Curriculum Committee, 2009-2012

## **MEDIA**

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### **Featured Coverage of Research**

Wall Street Journal, Time.com, Globe and Mail, CBC News, Harvard Business Review, Psychology Today, International Herald Tribune, Rotman Magazine, The Varsity, MSN News, Business Insider, United Press International, Exchange Morning Post, EurekAlert, Science Daily, Consumer Affairs, Eureka! Science News, PhysOrg.com, RedOrbit, Thaindian News, mangalorean.com, Express.be, Newstrack India, The Times of India, Meditate.com, Preettext, Cosmopolitan, Fitness Magazine, SELF Magazine.