

Curriculum Vitae  
May, 2009

## Craig R. Fox

The Anderson School at UCLA  
110 Westwood Plaza #D511  
Los Angeles, CA 90095-1481

**Phone:** (310) 206-3403  
**Fax:** (310) 794-4257  
**E-mail:** cfox@anderson.ucla.edu

### EDUCATION

**Ph.D., M.A.**, Psychology, Stanford University, 1990-1994

*Dissertation title:* Risk, uncertainty, and ignorance in decision making  
*Advisor:* Amos Tversky

**B.A.**, Economics and Psychology, University of California at Berkeley, 1985-1989

Phi Beta Kappa, highest distinction in general scholarship (*summa cum laude*)

*Thesis title:* Correlation and causation in surveys of life satisfaction (awarded highest honors)  
*Advisor:* Daniel Kahneman

### PRIMARY ACADEMIC APPOINTMENTS

2008- **Professor of Policy**, Anderson School of Management, UCLA  
**Professor of Psychology**, College of Letters and Sciences, UCLA

2003-2008 **Associate Professor of Policy**, Anderson School of Management, UCLA  
**Associate Professor of Psychology**, College of Letters and Sciences, UCLA  
**Adjunct Associate Professor of Management**, Fuqua School of Business, Duke University

1999-2002 **Associate Professor of Management**, Fuqua School of Business, Duke University (tenured 2002)

1996-1999 **Assistant Professor of Management**, Fuqua School of Business, Duke University

### OTHER ACADEMIC POSITIONS

2006 **Visiting Scholar**, New York University Stern School of Business (August-October)

2005 **Visiting Scholar**, Columbia University Business School (February-September)

1999 **Visiting Associate Professor of Behavioral Science**,  
University of Chicago Graduate School of Business (July-December)

1994-96 **Visiting Assistant Professor of Organization Behavior**,  
J.L. Kellogg Graduate School of Management, Northwestern University

1993 **Teaching Fellow**, Stanford University Department of Psychology (summer)

1990 **Research Associate**, University of California, Berkeley for Professor Daniel Kahneman (summer)

1989-90 **Editorial Associate**, *Cognitive Psychology*, supervised by Stephen E. Palmer, editor

### RESEARCH INTERESTS

- **Decision under risk and uncertainty**
  - data, beliefs, and preferences in decision under uncertainty
  - neurophysiology of risk and uncertainty
  - affective and cognitive influences on risk-taking
- **Decision dynamics**
  - deliberation and decisiveness
  - political decision making

### TEACHING INTERESTS

Managerial Decision Making, Negotiation, Organizational Behavior, Leadership, Strategy, Dynamic Management

**HONORS & FELLOWSHIPS**

- 2007 **Best Paper in Decision Analysis**, 2005, INFORMS (Fox & Clemen, 2005)  
 2005-8 **Executive Board**, Society for Judgment and Decision Making (elected position)  
 2001 **Outstanding Faculty Member**, Fuqua School of Business (award for research, teaching & service)  
 2000 **Professional Article of the Year**, Center for Public Resources Dispute Resolution Inst. (Birke & Fox, 1999)  
 1998 **Invited Scholar**, University of Mannheim Lehrstuhl für Bankbetriebslehre  
 1997 **Invited Fellow**, Summer Institute in Mathematical Psychology, U.C. Irvine  
 1994-96 **Postdoctoral Fellow**, Dispute Resolution Research Center, Northwestern University  
 1994 **Invited Fellow**, Russell Sage Foundation Summer Institute in Behavioral Economics  
 1993 **Graduate Fellow**, Stanford Center for Conflict and Negotiation  
 1990-93 **Graduate Research Fellowship**, National Science Foundation  
 1989-90 **Psychology Department Citation**, U.C. Berkeley (academic award to one of 200+ graduates)

**MAJOR GRANTS**

- 2004-08 **Co-Principal Investigator**, *The Neural basis of risky decision making*. (with Russell Poldrack)  
 National Science Foundation (Human Social Dynamics), \$764,118
- 2001-04 **Principal Investigator**, *Judgment under uncertainty: Ad hoc partitions and insufficient reason*,  
 National Science Foundation (Decision, Risk and Management Science), \$163,114

**PUBLICATIONS, PAPERS, AND WORKS IN PROGRESS*****Refereed Publications:***

- Hadar, L. & Fox, C.R. (2009). Information asymmetries in decisions from description versus decisions from experience. *Judgment and Decision Making*, 4, 317-325.
- Morris, M.W., Carranza, E., and Fox, C.R. (2008). Mistaken identity: Activating conservative political identities induces “conservative” financial decisions. *Psychological Science*, 19, 1154-1160.
- Bearden, J.N, Wallsten, T.S., & Fox, C.R. (2007). Contrasting stochastic and support theory explanations for subadditivity. *Journal of Mathematical Psychology*, 51, 229-241.
- Tom, S., Fox, C.R., Trepel, C. & Poldrack, R.A. (2007). The neural basis of loss aversion in decision making under risk. *Science*, 315, 515-518.
- Fox, C.R. & Hadar, L. (2006). Decisions from experience = sampling error + prospect theory: Reconsidering Hertwig, Barron, Weber & Erev (2004). *Judgment and Decision Making*, 1, 159-161.
- See, K.E., Fox, C.R., & Rottenstreich, Y. (2006). Between ignorance and truth: Partition dependence and learning in judgment under uncertainty. *Journal of Experimental Psychology: Learning, Memory and Cognition*, 32, 1385-1402.
- Fox, C.R. (2006). The availability heuristic in the classroom: How soliciting more criticism can boost your course ratings. *Judgment and Decision Making*, 1, 86-90.
- Fox, C.R., Ratner, R.K., & Lieb, D. (2005). How subjective grouping of options influences choice and allocation: Diversification bias and the phenomenon of partition dependence. *Journal of Experimental Psychology: General*, 134, 538-551.
- Fox, C.R. & Clemen, R.T. (2005). Subjective probability assessment in decision analysis: Partition dependence and bias toward the ignorance prior. *Management Science*, 51, 1417-1432. (Named Best Paper in Decision Analysis 2005, INFORMS).
- Trepel, C., Fox, C.R., & Poldrack, R.A.. (2005). Prospect theory on the brain? Toward a cognitive neuroscience of decision under risk. *Cognitive Brain Research*, 23, 34-50.

- Fox, C.R. & Levav, J. (2004). Partition-edit-count: Naive extensional reasoning in conditional probability judgment. *Journal of Experimental Psychology: General*, 133, 626-642.
- Slooman, S., Rottenstreich, Y., Wisniewski, E., Hadjichristidis, C., & Fox, C.R. (2004). Typical versus atypical unpacking and superadditive probability judgment. *Journal of Experimental Psychology: Learning, Memory & Cognition*, 30, 573-582.
- Fox, C.R., and Rottenstreich, Y. (2003). Partition priming in judgment under uncertainty. *Psychological Science*, 14, 195-200.
- Fox, C.R. and Birke, R. (2002). Forecasting trial outcomes: Lawyers assign higher probabilities to scenarios that are described in greater detail. *Law and Human Behavior*, 26, 159-173.
- Fox, C.R., and Weber, M. (2002). Ambiguity aversion, comparative ignorance, and decision context. *Organizational Behavior and Human Decision Processes*, 88, 476-498.
- Fox, C.R., and Levav, J. (2000). Familiarity bias and belief reversal in relative likelihood judgment. *Organizational Behavior and Human Decision Processes*, 82, 268-292.
- Fox, C.R. (1999). Strength of evidence, judged probability, and choice under uncertainty. *Cognitive Psychology*, 38, 167-189.
- Moore, D.A., Kurtzberg, T., Fox, C.R. and Bazerman, M. (1999). Positive illusions and forecasting errors in mutual fund investment decisions. *Organizational Behavior and Human Decision Processes*, 2, 95-114.
- Birke, R., and Fox, C.R. (1999). Psychological principles in negotiating civil settlements. *Harvard Negotiation Law Review*, 4, 1-57. (Selected as 1999 Professional Article of the Year, Center for Public Resources Institute for Dispute Resolution).
- Fox, C.R., and Tversky, A. (1998). A Belief-based account of decision under uncertainty. *Management Science*, 44, 879-895.  
Reprinted in D. Kahneman & A. Tversky, Eds. (2000). *Choices, Values, and Frames*. Cambridge, UK: Cambridge University Press.  
Reprinted in E. Shafir (Ed). (2004). *Preference, Belief, and Similarity: Selected Writings of Amos Tversky*. Cambridge, MA: MIT Press.
- Fox, C.R., and Irwin, J.R. (1998). The role of context in the communication of uncertain beliefs. *Basic and Applied Social Psychology*, 20, 57-70.
- Fox, C.R., B.A. Rogers, and Tversky, A. (1996). Options traders exhibit subadditive decision weights. *Journal of Risk and Uncertainty*, 13, 5-17.
- Fox, C.R., and Tversky, A. (1995). Ambiguity aversion and comparative ignorance. *Quarterly Journal of Economics*, 110, 585-603.  
Reprinted in D. Kahneman & A. Tversky, Eds. (2000). *Choices, Values, and Frames*. Cambridge, UK: Cambridge University Press.  
Reprinted in E. Shafir (Ed). (2004). *Preference, Belief, and Similarity: Selected Writings of Amos Tversky*. Cambridge, MA: MIT Press.
- Tversky, A., and Fox, C.R. (1995). Weighing risk and uncertainty. *Psychological Review*, 102, 269-283.  
Reprinted in D. Kahneman & A. Tversky, Eds. (2000). *Choices, Values, and Frames*. Cambridge, UK: Cambridge University Press.  
Reprinted in E. Shafir (Ed). (2004). *Preference, Belief, and Similarity: Selected Writings of Amos Tversky*. Cambridge, MA: MIT Press.
- Fox, C.R., and Kahneman, D. (1992). Correlations, causes, and heuristics in surveys of life satisfaction, *Social Indicators Research*, 28, 221-234.

**Book Chapters:**

- Rogers, T., Fox, C.R., and Gerber, A.S. (in press). Rethinking why people vote: Voting as dynamic social expression. Chapter to appear in Shafir, E. (Ed.) *The Behavioral Foundations of Policy*. New York: Russell Sage
- Fox, C.R., and Poldrack, R.A. (2008). Prospect theory on the brain: Studies on the neuroeconomics of decision under risk. Chapter in Glimcher, P., Camerer, C., Fehr, E. & Poldrack, R. (Eds). *Handbook of Neuroeconomics*. New York: Elsevier.
- Fox, C.R., Bardolet, D., and Lieb, D. (2005). Partition dependence in decision analysis, managerial decision making, and consumer choice. Chapter in R. Zwick, R. & A. Rapoport (Eds.), *Experimental Business Research. Volume III* (Dordrecht, The Netherlands: Kluwer).
- Fox, C.R. and See, K.E. (2003). Belief and preference in decision under uncertainty. Chapter in D. Hardman and L. Macchi (Eds.), *Thinking: Current Perspectives on Reasoning, Judgment, and Decision Making* (Hoboken, NJ: Wiley).
- Thompson, L.L., and Fox, C.R. (2001). Negotiation within and between organizations: Levels of analysis. Chapter in M.E. Turner (Ed.), *Groups at Work: Advances in Theory and Research* (Hillsdale, NJ: Erlbaum).

**Working Papers:**

- Bardolet, D., Fox, C.R. and Lovallo, D. *Naïve diversification and partition dependence in capital allocation decisions*. Working Paper, UCLA Anderson School (R&R, *Strategic Management Journal*)
- Sonneman, U., Camerer, C., Fox, C.R. & Langer, T., *Partition dependence in prediction markets*. Working Paper, University of Muenster.
- Fox, C.R., and Levav, J. *Ordering beliefs over events*. Working paper, UCLA Anderson School.
- Langer, T., and Fox, C.R. *Bias in allocation among risky and uncertain prospects: Partition-dependence, unit-dependence, and procedure-dependence*. Working paper, University of Muenster.
- Hadar, L. & Fox, C.R. *Amount of experience in experience-based decision making*. Working paper, UCLA Anderson School.
- Hadar, L. & Fox, C.R., *The impact of the amount of experience on experience-based decision making*. Working Paper, Interdisciplinary Center Herzliya
- Stover, E., Fox, C.R., Trepel, C., & Poldrack, R.A.. *The neural basis of risky decision making: From the Balloon Analog Risk Task to prospect theory*.
- See, K.E., C. Heath, and Fox, C.R. *Motivating individual performance with challenging goals: Is it better to stretch a little or a lot?* Working Paper, New York University.

**Other Works in Progress:**

- Fox, C.R., Ülkümen, G. & Malle, B.F. *Communicating internal versus external uncertainty*.
- Fox, C.R., Barkley-Levenson, E. & Wieland, A. *The dynamics of indecision*.
- Staats, B., Milkman, K. & Fox, C.R. *Coordination neglect in predicting project completion time & effort: Field and laboratory evidence*.
- Fowler, A., Fox, C.R. & Rogers, T. *Social norms and voting behavior: A field study*
- Fox, C.R., Subramanian, I., & Wu, A. *Decision making and Parkinson's Disease*.

Fox, C.R. & Long, A. *The Raffle Method: Simpler measurement of prospect theory value function and decision weights.*

Fox, C.R., Barkley-Levenson, E. *The relationship between loss aversion and intertemporal discounting.*

Fox, C.R.. *Evaluating the nature vs. number of events: The ignorance prior model of judgment under uncertainty.*

Stover, E., Fox, C.R., & Poldrack, R.A.. *Neuroimaging the Balloon Analog Risk Task.*

## CONFERENCE PRESENTATIONS

Fox, C.R., Ülkümen, G. & Malle, B.F. “Communicating internal versus external uncertainty.” Paper presented at biennial meeting of the European Association of Decision Making, Tirano, Italy, August, 2009.

Fox, C.R., Tom, S., Trepel, C. & Poldrack, R.A. “Losses loom larger than gains on the brain: Neural loss aversion predicts behavioral loss aversion.” Paper presented at Yale Center for Customer Insights, May 2008.

Hadar, L. & Fox, C.R. “The impact of the amount of experience in experience-based decision making.” Paper presented by Hadar at Behavioral Decision Research in Management Conference, San Diego, April 2008.

Hadar, L. & Fox, C.R. “Deconstructing the impact of uncertainty: Data, beliefs, and preferences.” Paper presented by Hadar at workshop in Experience Based Decision Making, London, January 2008.

Fox, C.R., Carranza, E. & Morris, M.W.. “Mistaken identity: Priming conservative political identity leads to more conservative investment choices. Paper presented at annual meeting of the Society for Judgment and Decision Making, November 2007.

Fox, C.R., Tom, S., Trepel, C. & Poldrack, R.A. “Losses loom larger than gains on the brain: Neural loss aversion predicts behavioral loss aversion.” Paper presented at annual meeting of Association for Consumer Research, October 2007.

Fox, C.R., “New perspectives on Decision Under Risk.” Conference on risk attitudes, Montpellier, France, May 2007.

Fox, C.R., Carranza, E. & Morris, M.W.. “Mistaken identity: Priming conservative political identity leads to more conservative investment choices. Paper presented at biennial meeting of the European Association of Decision Making, Warsaw, August 2007.

Hadar, L. & Fox, C.R. “Do decisions from experience violate prospect theory?” Paper presented at biennial meeting of European Decision Making, Warsaw, August 2007. (presented by Hadar)

Fox, C.R., Tom, S., Trepel, C. & Poldrack, R.A. “Losses loom larger than gains on the brain: Neural loss aversion predicts behavioral loss aversion.” Paper presented at annual meeting of Society for Judgment and Decision Making, Houston, November 2006.

Fox, C.R., Tom, S., Trepel, C. & Poldrack, R.A. “Losses loom larger than gains on the brain: Neural loss aversion predicts behavioral loss aversion.” Paper presented at Society for NeuroEconomics meeting, Park City, September 2006.

Fox, C.R., & Hadar, L. “Do decisions from experience violate prospect theory?” Paper presented at annual meeting of Society for Judgment and Decision Making, Houston, November 2006. (presented by Hadar)

Fox, C.R. & Langer, T., “Partition-dependence, unit-dependence, and procedure-dependence in investment decision making.” Paper presented at Marketing and Public Policy Conference, Long Beach, June 2006.

Fox, C.R., & Hadar, L. “Do decisions from experience violate prospect theory?” Paper presented at Conference on Decision and Uncertainty, Paris, March 2006.

Fox, C.R., & Levav, J. “Belief reversals in relative versus absolute likelihood judgment: Contingent weighting of evidence.” Paper presented at annual meeting of Society for Judgment and Decision Making, Toronto, November 2005.

Trepel, C., Fox, C.R., Tom, S. & Poldrack, R.A., *The neural basis of risky decision making: The Balloon Analogue Risk Task.* Paper presented at annual meeting of Society for Judgment and Decision Making, Toronto, November 2005. (presented by Trepel).

Langer, T., Fox, C.R. & Camerer, C. “Partition dependence in prediction markets.” Paper presented at annual meeting of Society for Judgment and Decision Making, Toronto, November 2005. (presented by Langer).

- Fox, C.R., & Levav, J. "Exploring the basis of belief reversal in relative versus absolute likelihood judgment." Paper presented meeting of European Association of Decision Making, Stockholm, August 2005.
- Fox, C.R., "Ignorance priors and ad hoc partitions in judgment under uncertainty." Paper presented at Foundations of Utility and Risk Conference, Paris, June 2004.
- Fox, C.R. "Judgment under uncertainty: Arbitrary partitions and insufficient reason." Invited talk at Conference on Individual Decisions, Irvine, May 2004.
- Fox, C.R. "Partition dependence in judgment, choice, and allocation." Paper presented at Second Asian Experimental Business Research Conference, Hong Kong, December 2003.
- Fox, C.R., Ratner, R.K., & Lieb, D. "How subjective grouping of options influences choice and allocation." Paper presented at meeting of Society for Judgment and Decision Making, Vancouver, November 2003.
- Fox, C.R. "Partition dependence in allocation and choice." Paper presented at meeting of Institute for Operations Research and Management Science, Atlanta, October 2003.
- Fox, C.R., Ratner, R.K. & Lieb, D. "Diversification and partition dependence in consumer choice." Paper presented at meeting of Association for Consumer Research, Toronto, October 2003.
- Fox, C.R., Ratner, R.K. & Lieb, D. "Diversification and partition dependence in consumer choice." Paper presented at meeting of European Association of Decision Making, Zurich, August 2003.
- Fox, C.R., "Decision making perspectives on the expectancy construct." Invited presentation at Conference on Motivational Science, Columbia University Arden House, May 2003.
- Langer, T., & Fox, C.R., "Naïve diversification and partition dependence in investment decision making." Paper presented at meeting of Society for Judgment and Decision Making, Kansas City, November 2002.
- Fox, C.R. "Classroom exercises in judgment and decision making under uncertainty." Presentation at meeting of Society for Judgment and Decision Making, Kansas City, November 2002.
- See, K.E., Heath, C., & Fox, C.R. "Goals as reference points in the field." Paper presented at Academy of Management conference, Denver, August 2002
- Fox, C.R. "Partition dependence in choice." Paper presented at BDRM conference, Chicago, May 2002.
- Fox, C.R. "Partition dependence in judgment under uncertainty." Paper presented at SPUDM conference, Amsterdam, August 2001.
- Fox, C.R., & R.T. Clemen. "Partition dependence in subjective probability assessment." Paper presented at international INFORMS, Maui, June 2001.
- Fox, C.R. "Error and ballot design: Lessons from Palm Beach County 2000." Election 2000: The role of the courts, the role of the media, the roll of the dice, Chicago, January 2001.
- Fox, C.R., "Partition dependence in judgment under uncertainty." Paper presented at meeting of the Society for Judgment and Decision Making, New Orleans, November 2000.
- Fox, C.R. "A behavioral perspective on the role of beliefs and preferences in decision under uncertainty." Decision making under ambiguity: Theory and empirical evidence, University of Mannheim, June 2000.
- Fox, C.R. & R. T.Clemen, "Partition dependence in subjective probability assessment." Paper presented at conference in Behavioral Decision Research in Management, Tucson, May 2000.
- Fox, C.R. & C. Heath. "Comparative ignorance and decisions under strategic uncertainty." Paper presented at Association of Consumer Research conference, Columbus, September 1999.
- Fox, C.R. & J. Levav, "Ordering beliefs over events." Paper presented meeting of European Association of Decision Making, Mannheim, August 1999.
- Fox, C.R. & J. Levav, "Ordering beliefs over events." Paper presented at INFORMS conference, Cincinnati, May 1999.
- Fox, C.R. & J. Levav, "Familiarity bias in relative likelihood judgment." Paper presented at meeting of the Society for Judgment and Decision Making, Dallas, November 1998.
- Fox, C.R. "Implicit and explicit subadditivity in judgment and choice." Presentation at INFORMS conference, Dallas, November 1997.

- Fox, C.R. "Recent developments in judgment under uncertainty." Presentation in workshop on risk, uncertainty and ambiguity at conference in Subjective Probability, Utility, and Decision Making, Leeds, August 1997.
- Fox, C.R., and A. Tversky. "A Belief-based approach to decision making under uncertainty." Paper presented at meeting of the Society for Judgment and Decision Making, Chicago, November 1996.
- Fox, C.R. "Ambiguity aversion and context." Paper presented at meeting of the Association of Consumer Research, Tucson, October 1996.
- Fox, C.R. "Ambiguity aversion and context," Paper presented at 14th World Conference on Operational Research, Vancouver, July 1996.
- Fox, C.R., and A. Tversky. "An Empirical test of support theory in action." Paper presented at meeting of the Society for Judgment and Decision Making, Los Angeles, November 1995.
- Fox, C.R., and A. Tversky. "Toward a belief-based model decision making under uncertainty." Paper presented at meeting of the Economic Science Association, Tucson, October 1995.
- Fox, C.R., B.A. Rogers, and A. Tversky. "Options traders exhibit subadditive decision weights." Paper presented at meeting of the European Association for Decision Making, Jerusalem, August 1995.
- Fox, C.R., and A. Tversky. "Subadditivity in judgment and choice." Paper presented at Russell Sage Foundation Workshop in Behavioral Economics, Pasadena, July 1995.
- Fox, C.R., and A. Tversky. "Ambiguity aversion and comparative ignorance." Paper presented at meeting of the Society for Judgment and Decision Making, St. Louis, November 1994.
- Fox, C.R., and A. Tversky. "On the framing of uncertainty." Paper presented at meeting of the Western Psychological Association, Kona, April 1994.
- Cohen, G., C.R. Fox, and C.M. Steele. "Loss aversion and self-affirmation." Poster presented at meeting of the Western Psychological Association, Kona, April 1994. (Presented by Cohen).
- Fox, C.R., and B.F. Malle. "On the communication of uncertainty: Two modes of expression." Paper presented at joint meeting of the Western Psychological Association and Rocky Mountain Psychological Association, Phoenix, April 1993.
- Palmer, S.E., C. Schreiber, and C.R. Fox, "Remembering the earthquake: 'Flashbulb' memories for experienced versus reported events." Paper presented at meeting of the Psychonomics Society, San Francisco, November 1991.

## INVITED COLLOQUIA

- University of Pennsylvania, Wharton School of Business, November 2008
- University of California at San Diego, Business School, February 2008
- University of Chicago, Behavioral Sciences, October 2007
- Princeton University, Department of Psychology, December 2006
- Yale University, School of Management, November 2006
- New York University, Stern School of Business, Marketing Department, October 2006
- Ecole Nationale Supérieure d'Arts et Métiers (Paris), March 2006
- New York University, Stern School of Business, Management & Organizations Department, November 2005
- Harvard Business School, Technology and Operations Management, September 2005
- Columbia University Business School, Marketing Department, June 2005
- Columbia University Business School, Management Department, March 2005
- University Of Southern California School of Policy, Planning & Development, March 2005
- Columbia University Center for Decision Studies, February 2005
- University of Arizona Eller Graduate School of Management, October 2004
- University of California at San Diego, Department of Psychology, June 2004
- University of Texas at Austin, McCombs School of Management, April 2004
- University of Maryland, Department of Psychology, November 2003
- University of Pennsylvania, Wharton School of Business, Decision Processes Seminar, October 2003
- INSEAD Decision Sciences Seminar, September 2003
- Carnegie-Mellon University, Department of Social and Decision Sciences, April 2003

Cornell University, Behavioral Economics and Decision Research Workshop, October 2002  
 University of Mannheim, July 2002  
 Monterey Naval Postgraduate Institute, June 2002  
 Columbia University Department of Psychology, April 2002  
 University of California at Los Angeles “Great Ideas in the Social Sciences” series, November 2001  
 California Institute of Technology, Humanities and Social Sciences, October 2001  
 University of Colorado at Boulder Cognitive Science Colloquium, April 2001  
 University College, London, December 2000  
 University of California at Los Angeles, Anderson School of Business, October 2000  
 University of Pennsylvania, Wharton School of Business, April 1999  
 University of Chicago Graduate School of Business, April 1999  
 Northwestern University, Kellogg Graduate School of Management, April 1999  
 INSEAD, Decision Sciences Seminar, September 1998  
 University of Mannheim, Management School, September 1998  
 Cornell University, Behavioral Economics and Decision Research Workshop, February 1998  
 University of North Carolina at Chapel Hill, November 1997  
 Washington University Olin School of Management, March 1996  
 Duke University Fuqua School of Business, February 1996  
 University of Chicago Graduate School of Business, February 1996  
 Harvard Business School, February 1996  
 University of Arizona School of Business and Policy, January 1996  
 City University of London, December 1995  
 University of Mannheim, Management School, August 1995  
 Harvard Business School, March 1995  
 Northwestern University Kellogg School of Management March 1994  
 University of Pennsylvania Wharton School, February 1994  
 Willamette University College of Law, February 1994

## SELECTED PROFESSIONAL SERVICE

### Editorial Boards

*Management Science*, Associate Editor, 2002-present.  
*Organizational Behavior and Human Decision Processes*, Editorial Board, 2006-present  
*Journal of Behavioral Decision Making*, Editorial Board, 2002-present.  
*Judgment and Decision Making*, Consulting Editor, 2008-present.  
*Strategic Management Journal* (Co-editor, Special Issue, 2009-10)

### Ad Hoc Referee

**Management Journals:** *Management Science*, *Administrative Sciences Quarterly*, *Strategic Management Journal*, *Organizational Behavior and Human Decision Processes*, *Journal of Behavioral Decision Making*, *Group Decision and Negotiation*.

**Psychology Journals:** *Psychological Review*, *Psychological Science*, *Journal of Personality and Social Psychology*, *Cognitive Psychology*, *Cognition*, *Journal of Mathematical Psychology*, *Memory & Cognition*, *Journal of Experimental Psychology: General*, *Journal of Experimental Psychology: Human Perception & Performance*, *Journal of Experimental Psychology: Learning, Memory & Cognition*, *Personality and Individual Differences*, *Emotion*, *Health Psychology*, *Journal of Economic Psychology*, *European Journal of Cognitive Psychology*, *Basic and Applied Social Psychology*, *Current Psychology Letters*.

**Economics Journals:** *Quarterly Journal of Economics*, *The Economic Journal*, *Journal of Economic Behavior and Organizations*, *Journal of Risk and Uncertainty*, *Economica*.

**Grant Proposals:** *National Science Foundation, Israel Science Foundation, Israel-U.S. Binational Science Foundation, Hong Kong University of Science & Technology, Catholic University of Leuven, the Nuffield Foundation.*

**Conferences:** *Sixth International Conference in Cognitive Modeling (2004), Society for Judgment and Decision Making (2002, 2003, 2005), Association for Consumer Research (2002), American Psychological Association (1997), Russell Sage Workshop in Behavioral Economics (1995), Western Psychological Association (1993).*

### **Conference Organizing**

Preconference on Psychological Foundations of Strategic Management, co-chair, 2009

Daniel Kahneman retirement party, Princeton Club of New York, Program Chair, May, 2008

European Association for Decision Making, SPUDM Conference Program Committee, 2007.

Dead Sea Conference in Affect and Motivation in Decision Making, Organizing Committee, December 2006.

Behavioral Decision Research in Management, Conference Program Chair, 2006.

Society for Judgment and Decision Making, Program Committee, 2002-2005 (Program Chair 2004).

### **UCLA**

Co-Chair, Interdisciplinary Research Group in Behavioral Decision Making, UCLA Anderson School, 2004-present.

Anderson School Curriculum Committee, 2007-present

Social Cognition Search Committee, UCLA Department of Psychology, 2005, 2006.

Undergraduate Education Task Force, UCLA Anderson School, 2003-5.

Various ad hoc committees.

### **Duke University**

Duke University Institutional Review Board (Human Subjects Committee), 2000-2002.

Duke University Academic Council, Elected representative, 1998-2001.

Behavioral Laboratory Committee, Fuqua School of Business, 1998-2002, chair 2001-2002.

Management Area Ph.D. Committee, Fuqua School of Business, 1996-2002, chair 2000-2002.

Management Area Seminar Series, Fuqua School of Business, 1996-99.

Various ad hoc committees.

### **PROFESSIONAL AFFILIATIONS**

Academy of Management

American Economic Association

American Psychological Association

American Psychological Society

Association for Consumer Research

European Association of Decision Making

Institute for Operations Research and the Management Sciences (INFORMS)

Society for Judgment and Decision Making

Society for Neuroeconomics

### **TEACHING EXPERIENCE**

#### **MBA and Undergraduate Courses:**

- *Strategic Management*, Anderson School, University of California at Los Angeles 2003-2007.
- *Leadership Foundations*, Anderson School, University of California at Los Angeles 2003-2009.
- *Managerial Decision Making*, Anderson School, University of California at Los Angeles 2008-2009.

*(Managerial Decision Making, Fuqua School of Business, Duke University, 1997-2000)*

*(The Person and the Decision, Stanford University Department of Psychology, Summer 1993)*

- *Dynamics of Bargaining, Fuqua School of Business, Duke University, 1997-2002.*

*(Strategies and Processes of Negotiation, University of Chicago Graduate School of Business, 1999)*

*(Negotiation, J.L. Kellogg Graduate School of Management, Northwestern University, 1995-1996)*

- *Workshop in Managerial Improvisation, Fuqua School of Business, Duke University, 2000-2002.*

#### **PhD Seminars:**

- *Behavioral Perspectives on Uncertainty, University of California at Los Angeles 2004.*
- *Seminar in Neuroeconomics (with Russell Poldrack), University of California at Los Angeles 2006.*
- *Laboratory in Behavioral Decision Making (with Shlomo Benartzi), University of California at Los Angeles 2006-8.*

#### **EXECUTIVE TEACHING AND LECTURES**

*Dynamic Management (three-day course on creativity, innovation, crisis management, individual and group decision making, conflict management, organizational learning, emergent strategy).*

*Fostering creativity and innovation through improvisation (half-day segment)*

*Creating and claiming value in negotiation (half-day segment)*

*Behavioral perspectives on decision under risk and uncertainty (lectures)*

#### **DOCTORAL THESIS COMMITTEES**

Aileen Heinberg, UCLA (psychology), 2008

Elena Stover, UCLA (psychology), 2008

Don Kalar, UCLA (psychology), 2008

David Bardolet (chair), UCLA, 2007

Ted Heddestrom, University of Gothenberg (invited opponent), 2006

Kelly E. See, Duke University (primary advisor), 2004

Emma Rasiel, Duke University, 2003

Jonathan Levav, Duke University, 2003

#### **TEACHING CASES WRITTEN**

*Club West*—A property management company and a developer negotiate, in the shadow of escalating legal fees and a trial, the fate of a deposit in escrow after the deal has gone sour. Negotiation simulation designed to demonstrate egocentric bias and escalation of commitment.

*Jester Company*—A small, family-owned publisher attempts to negotiate purchasing terms with a wholesale distributor. An exercise in integrative bargaining and persuasion through writing.

*Pass/Fail*—An entrepreneur specializing in test-preparation materials for clinical psychology licensing exams attempts to sell his business to a large competitor. An exercise in value creation and contingent contracts.

*NML Pharm*—A small pharmaceutical company announces a revolutionary new AIDS drug, but their partner conducts independent tests casting doubt on the drug's effectiveness. Designed to demonstrate the effect of partitioning events on students' judgment of probabilities.

*A Vote for Buchanan is a vote for Gore?*—An analysis of voting patterns in Palm Beach County, Florida in the 2000 presidential election suggests that the misleading nature of the butterfly ballot design may have cost Al Gore the presidency. A discussion piece for courses in statistics.