

# Antonia Krefeld-Schwalb

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## Employment

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since 2021      Assistant Professor, Rotterdam School of Management, Erasmus University,  
Rotterdam, Netherlands  
2019 –2021      Postdoctoral Researcher, Center for Decision Sciences, Columbia Business  
School, Columbia University.  
Supervisor: Eric J. Johnson

## Education

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2016 - 2020      Ph.D., Marketing and Management, University of Geneva.  
Supervisor: Prof. Benjamin Scheibehenne.  
Title: *Relevant consumer research: prediction, explanation, and replication.*  
2012 - 2015      Ph.D., Social Psychology, University of Bern.  
Supervisor: Profs. Margit Oswald and Karl Christoph Klauer.  
Title: *The Influence of the Ease of Mental Imagery on Source Memory and Item  
Memory*  
2010 - 2012      MSc, Psychology, University of Bern  
2007 - 2010      BSc, Psychology, University of Hamburg

## Research Interests

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I study the impact of individual differences on responses to marketing policy interventions to improve targeting and segmentation. My substantive focus is on sustainable consumer behavior and how to make persuasive messages such as emails and text messages as well as incentives more effective. I also investigate methodological problems to improve the validity of preference measurements and the generalizability of experimental methods in consumer research.

## Publications

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1. Krefeld-Schwalb, A., Hua, X., & Johnson, E.J. (2025). Measuring population heterogeneity requires heterogeneous populations. *Proceedings of the National Academy of Sciences*, 122(8), e2425536122.
2. Krefeld-Schwalb, A., Sugerman E. & Johnson, E.J. (2024). Exposing omitted moderators: Explaining why effect sizes differ in the social sciences. *Proceedings of the National Academy of Science*, 121 (12). <https://doi.org/10.1073/pnas.2306281121>
3. Krefeld-Schwalb, A., & Scheibehenne, B. (2023). Tighter nets for smaller fishes: Mapping the development of statistical practices in consumer research between 2008 and 2020. *Marketing Letters*, 34, 351–36. <https://doi.org/10.1007/s11002-022-09662-3>
4. Li, Y.\*, Krefeld-Schwalb, A.\*, Wall, D. G., Johnson, E.J., Toubia, O., & Bartels, D. M. (2022). The More You Ask, the Less You Get: When Additional Questions Hurt

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External Validity. *Journal of Marketing Research*, 59(5), 963-982.  
<https://doi.org/10.1177/00222437211073581> [\*Shared first authorship]

5. Krefeld-Schwalb, A., Scheibehenne, B., & Pachur, T. (2022). Structural Parameter Interdependencies in Computational Models of Cognition. *Psychological Review*, 129(2), 313–339. <https://doi.org/10.1037/rev0000285>
6. Krefeld-Schwalb, A., & Rosner, A. (2020). A new way to guide consumer's choice: Retro-cueing alters the availability of product information in memory. *Journal of Business Research*, 111, 135–147. <https://doi.org/10.1016/j.jbusres.2019.08.012>
7. Krefeld-Schwalb, A., Donkin, C., Newell, B. R., & Scheibehenne, B. (2019). Empirical comparison of the adjustable spanner and the adaptive toolbox models of choice. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 45(7), 1151–1165. <https://doi.org/10.1037/xlm0000641>
8. Krefeld-Schwalb, A., Witte, E. H., & Zenker, F. (2018). Hypothesis-Testing Demands Trustworthy Data — A Simulation Approach to Inferential Statistics Advocating the Research Program Strategy. *Frontiers in Psychology*, 9(March), 1–14. <https://doi.org/10.3389/fpsyg.2018.00460>
9. Krefeld-Schwalb, A. (2018). The Retro-Cue Benefit for Verbal Material and Its Influence on the Probability of Intrusions Under Dual-Task Conditions. *Experimental Psychology*, 65(3), 128–138. <https://doi.org/10.1027/1618-3169/a000400>
10. Krefeld-Schwalb, A., Ellis, A. W., & Oswald, M. E. (2015). Source memory for mental imagery: Influences of the stimuli's ease of imagery. *PLoS ONE*, 10(11), 1–14. <https://doi.org/10.1371/journal.pone.0143694> .

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## Research in Progress

Krefeld-Schwalb, A. & Johnson E.J. (under review JCR). From Crisis to Revolution: Leveraging Heterogeneity in Consumer Research for Generalizability.  
[https://doi.org/10.31234/osf.io/5bmuy\\_v1](https://doi.org/10.31234/osf.io/5bmuy_v1)

Krefeld-Schwalb, A., Van den Bergh, B., & Wilson, R. (under review JMR). The Flood Will Come: How Flood Risk Labels Drive Homeowners' Protection Motivation.  
[https://doi.org/10.31234/osf.io/p76ku\\_v1](https://doi.org/10.31234/osf.io/p76ku_v1)

Wei, S. \*, Krefeld-Schwalb, A. \*, Gabel, S. \* (in revision, RR at JCR). We Care About What You Care About: Using Reason-Specific Interventions to Encourage Sustainable Choices. [\* Equal Contribution]

Krefeld-Schwalb, A., Martinovici, A., Orquin, J. L., Aribarg, A., Erdem, T., ... Yang, C. L. (under review, 3<sup>rd</sup> round at the International Journal of Research in Marketing). Search in service of choice. <https://doi.org/10.31234/osf.io/xw5bv>

Krefeld-Schwalb, A., Constantino, S. & Paolacci, G. (in revision, RR at Journal of Marketing). The evidence you see is all there is: Selective reporting in applied market research.

Reeck, C., Lee, B. C., Krefeld-Schwalb, A., Xu, S. & Johnson, E.J.. (in revision, RR at Management Science). Information search shapes consumer patience: A novel process model for intertemporal choice.

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Embrey, J. & Krefeld-Schwalb, A. (in preparation). Variation of preference measures across instruments decreases with fluid intelligence.

Posner, N., Krefeld-Schwalb, A., & Van den Bergh, B (in preparation). How People Spend “Free” Money.

Krefeld-Schwalb, A., Bartels, D. & Johnson, E.J.. More than money over time: Consumers’ intertemporal preferences for money, health and getting things done.  
<https://doi.org/10.31234/osf.io/8d2w4>

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## Invited Talks

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2025

University of Colorado Boulder (planned)

University of Leuven

2024

Booth School of Business, University of Chicago

Technical University Delft

Tilburg University

Ludwig Maximilian University, Munich

2023

Wharton Business School, University of Pennsylvania

Princeton University

Pompeu Fabre

2022

University of Warwick

Uppsala University

Maastricht University

2020

University of St.Gallen

Rotterdam School of Management

TUM School of Management

2019

Boğaziçi University Istanbul

Columbia University

2018

University of Zürich

Max-Planck-Institute of Human Development

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## Teaching Experience

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Year	Title	Program
2025	Coordination MBA summer school	MBA, <i>Rotterdam School of Management</i>
2023-2025	Noise: Understanding Errors in Human Judgement and Prediction Task: Design and Delivery of the entire course	MSc Marketing, <i>Rotterdam School of Management</i>

2021-2024	Going viral: Ideas that spread around the world Task: Design and Delivery of the entire course	BA/IBA, <i>Rotterdam School of Management</i>
2022-2024	Living Management Project, Task: Supervising student groups working on consultancy projects No individual teaching evaluation	MBA, <i>Rotterdam School of Management</i>
2022-2024	Consumer Behavior Task: Teach one session about research around preference measurement. Each session is taught by a different faculty member.	PhD, <i>Rotterdam School of Management</i>

## Thesis Supervision

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2021- 2023    10 master theses as main supervisor and 10 master theses as co-reader per year

## Individual Scientific Reviewing Activities

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Management Science  
Journal of Consumer Research  
Journal of Marketing Research  
Journal of Marketing  
Psychological Review  
PNAS  
Journal of Experimental Psychology: General  
Decision  
Computational Brain and Behavior  
Journal of Business Research  
Journal of Experimental Psychology: Learning, Memory and Cognition  
Judgment and Decision Making

## Third-Party Funding and Awards

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2024	Kilts Center Visiting Faculty Fellow at Chicago Booth
2024	Seed Grant, Convergence - Resilient Delta Initiative, EUR 326,000 Role: Grant Applicant and Project lead with Sebastian Gabel and Tatiana Filatova
2024	Veni Grant, NWO Dutch Research Council (Nederlandse Organisatie voor Wetenschappelijk Onderzoek), EUR 320,000 Role: Grant Applicant
2023	Various in-kind product sponsors, ~ EUR 30,000 ( <a href="https://sustainability.rsm.nl/demo">https://sustainability.rsm.nl/demo</a> )
2023	Kickstarter grant, Convergence Initiative, EUR 29,954 Role: Grant Applicant together with Sebastian Gabel
2023	Humboldt Residency Program: Our Precious Resources: Wege zu einer sicheren und nachhaltigen Zukunft, Alexander von Humboldt Stiftung
2019	PostDoc mobility Scholarship, Swiss National Science Foundation, CHF 197,000 Role: Grant Applicant.
2017	Project Grant, Swiss National Science Foundation, CHF 239,721 Role: Conceptualization of the research plan and writing of the application. Grant applicant: Benjamin Scheibehenne; Project Partner: Thorsten Pachur
2017	Travel Grant, Société Académique Genève

	Role: Grant applicant
2016	Travel Grant, Schweizerische Akademie der Geistes- und Sozialwissenschaften
	Role: Grant applicant
2016	Student Award, Society for Mathematical Psychology
2015	Doc mobility Scholarship, Swiss National Science Foundation, CHF 40,255