

Antonia Krefeld-Schwalb

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Employment

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

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

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

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

External Validity. *Journal of Marketing Research*, 59(5), 963-982.
<https://doi.org/10.1177/002224372111073581> [*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> .

Research in Progress

In Preparation

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>

Under Review

Embrey, J. & Krefeld-Schwalb, A. (submitted). Cognitive ability affects the coherence between preference estimates.

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

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

Invited for Resubmission

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, 3rd 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.

Invited Talks

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

Teaching Experience

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

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

Individual Scientific Reviewing Activities

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

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
(<https://sustainability.rsm.nl/demo>)
2023 Kickstarter grant, Convergence Initiative, EUR 29,954

2023	<p>Role: Grant Applicant together with Sebastian Gabel</p> <p>Humboldt Residency Program: Our Precious Resources: Wege zu einer sicheren und nachhaltigen Zukunft, Alexander von Humboldt Stiftung</p>
2019	<p>PostDoc mobility Scholarship, Swiss National Science Foundation, CHF 197,000</p> <p>Role: Grant Applicant.</p>
2017	<p>Project Grant, Swiss National Science Foundation, CHF 239,721</p> <p>Role: Conceptualization of the research plan and writing of the application.</p> <p>Grant applicant: Benjamin Scheibehenne; Project Partner: Thorsten Pachur</p>
2017	<p>Travel Grant, Société Académique Genève</p> <p>Role: Grant applicant</p>
2016	<p>Travel Grant, Schweizerische Akademie der Geistes- und Sozialwissenschaften</p> <p>Role: Grant applicant</p>
2016	<p>Student Award, Society for Mathematical Psychology</p>
2015	<p>Doc mobility Scholarship, Swiss National Science Foundation, CHF 40,255</p>