# Antonia Krefeld-Schwalb

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## 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 |

## 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 |

## Research Interests

I study the impact of individual differences on responses to marketing and policy measures 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., 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

2. 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

3. 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/10.1177/00222437211073581  [*Shared first authorship]

4. 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

5. 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

6. 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

7. 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

8. 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

9. 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

*Sustainable Consumer Behavior*

1. Krefeld-Schwalb, A.*, Gabel, S. * Wei, S.*. Global evidence for motives underlying sustainable behaviors. https://doi.org/10.31234/osf.io/syku6 . [* Equal Contribution]
2. Gabel, S.* & Krefeld-Schwalb, A.* Sustainable future: Fostering sustainable behavior with targeted interventions. https://doi.org/10.31234/osf.io/nc2bh [* Equal Contribution]

*Relevance and Generalizability of Consumer Research*

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

4. Sugerman, E., Krefeld-Schwalb, A. & Johnson E. (in preparation). From reproducibility crisis to generality revolution in consumer research.

*Preference Measurement*

5. 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

6. Krefeld-Schwalb, A & Johnson, E.J. (in preparation). Ensembled Preference.

*Search Processes in Consumer Choice*

7. Krefeld-Schwalb, A., Martinovici, A., Orquin, J. L., Aribarg, A., Bhatia, S., Erdem, T., … Yang, C. L. (RR at the International Journal of Research in Marketing). Search in service of choice. https://doi.org/10.31234/osf.io/xw5bv

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

## Invited Talks

Booth School of Business, University of Chicago (2024), Technical University Delft (2024), Tilburg University (2024), Ludwig Maximilian University, Munich (2024), Wharton Business School, University of Pennsylvania (2023), Princeton University (2023), Pompeu Fabre (2023), University of Warwick (2022), Uppsala University (2022), Maastricht University (2022), University of St.Gallen (2020), Rotterdam School of Management (2020), TUM School of Management (2020), Boğaziçi University Istanbul (2019), Columbia University (2019), University of Zürich (2018), Max-Planck-Institute of Human Development (2018)

## Teaching Experience

| Year | Title | Program | Evaluations |
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| 2023-2024 | Noise: Understanding Errors in Human Judgement and Prediction<br>Task: Design and Delivery of the entire course | MSc Marketing, *Rotterdam School of Management* | 5/5 ('24), 5/5 ('23). |
| 2021-2024 | Going viral: Ideas that spread around the world<br>Task: Design and Delivery of the entire course | BA/IBA, *Rotterdam School of Management* | 3.9/5 ('23), 4.2/5 ('22), 4/5 ('21). |
| 2022-2024 | Living Management Project,<br>Task: Supervising student groups working on consultancy projects<br>No individual teaching evaluation | MBA, *Rotterdam School of Management* | *No individual evaluation* |
| 2022-2024 | Consumer Behavior<br>Task: Teach one session about research around preference measurement. Each session is taught by a different faculty member. | PhD, *Rotterdam School of Management* | *No individual evaluation* |
| 2018 | Introduction to R<br>Task: Teaching one out of three days on specific functions and packages in R for data presentation and programming of web applications, the remaining two days were held by Benjamin Scheibehenne. | PhD, *University of Geneva* | *No individual evaluation* |
| 2016-2017 | Consumer Behavior I<br>Task: Teaching multiple sessions and preparation of the exam, the remaining | BSc Economics and Management, *University of Geneva* | 4/4 |

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| | sessions were held by Benjamin Scheibehenne | | |
| 2016-2018 | Consumer Behavior II<br>Task: Preparation of the exam, the sessions were held by Benjamin Scheibehenne | BSc Economics and Management, *University of Geneva* | 3.8/4 |
| 2017 | Consumer Research<br>Task: The course is split in a practical and a theoretical part, I taught the practical part which is an introduction to R and the theoretical part was taught by Benjamin Scheibehenne | MSc Management, *University of Geneva* | 3.7/4 |
| 2016-2019 | Food Marketing,<br>Task: Correction, grading, and preparation of weekly homework and in-class presentation, the sessions were held by Benjamin Scheibehenne | BSc Economics and Management, *University of Geneva* | *No individual evaluation* |
| 2015 | False memories,<br>Task: Conceptualization and teaching of the entire course | BSc Psychology, *University of Freiburg* | |
| 2015 | Decision making,<br>Task: Conceptualization and teaching of the entire course | BSc Psychology, *University of Freiburg* | |
| 2013 | Empirisches Praktikum,<br>Task: Conceptualization and teaching of the entire course | BSc Psychology, *University of Bern* | |

## Thesis Supervision

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| 2021- 2023 | 10 master theses as main supervisor and 10 master theses as co-reader per year |
| 2019 | Master thesis, Management, University of Geneva |
| 2017 | 2 Bachelor theses, Psychology, University of Freiburg |
| 2014- 2016 | 3 Bachelor theses and 3 Master theses, Psychology, University of Bern |

## Individual Scientific Reviewing Activities

Management Science, Journal of Marketing Research, Journal of Marketing, Psychological Review, PNAS, 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 | Seed Grant, Convergence - Resilient Delta Initiative, EUR 326,000<br>Role: Grant Applicant and Project lead with Sebastain Gabel and Tatiana Filatova |
| 2024 | Veni Grant, NWO Dutch Research Council (Nederlandse Organisatie voor Wetenschappelijk Onderzoek), EUR 320,000<br>Role: Grant Applicant |
| 2023 | Various in-kind product sponsors, ~ EUR 30,000<br>(https://sustainability.rsm.nl/demo) |
| 2023 | Kickstarter grant, Convergence Initiative, EUR 29,954<br>Role: Grant Applicant together with Sebastian Gabel |

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| 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<br>Role: Grant Applicant. |
| 2017 | Project Grant, Swiss National Science Foundation, CHF 239,721<br>Role: Conceptualization of the research plan and writing of the application.<br>Grant applicant: Benjamin Scheibehenne; Project Partner: Thorsten Pachur |
| 2017 | Travel Grant, Société Académique Genève<br>Role: Grant applicant |
| 2016 | Travel Grant, Schweizerische Akademie der Geistes- und Sozialwissenschaften<br>Role: Grant applicant |
| 2016 | Student Award, Society for Mathematical Psychology |
| 2015 | Doc mobility Scholarship, Swiss National Science Foundation, CHF 40,255 |