BEIDI HU

Curriculum Vitae

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ACADEMIC EMPLOYMENT

University of Chicago, Booth School of Business
Assistant Professor of Marketing   2024 –
- *Faculty Affiliate*, Roman Family Center for Decision Research

EDUCATION

University of Pennsylvania, The Wharton School
Ph.D. in Decision Processes   2019 – 2024

University of Pennsylvania
B.A. in Philosophy, Politics, and Economics, *summa cum laude*   2015 – 2019

RESEARCH

Research Interests

Consumer Behavior, Judgment and Decision-Making, Risk and Uncertainty

Publications

1. **Hu, Beidi**, Alice Moon, and Eric VanEpps (2025), "Choice Set Size Neglect in Predicting Others' Preferences." Forthcoming at *Psychological Science*.

2. **Hu, Beidi** and Joseph P. Simmons (2025), "Different Methods Elicit Different Belief Distributions." *Journal of Experimental Psychology: General*, 154(2): 476-96.

3. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (2025), "How Should Time Estimates be Structured to Increase Customer Satisfaction?" *Management Science*, 71(9): 7497-515.

4. **Hu, Beidi** and Joseph P. Simmons (2023), "Does Constructing a Belief Distribution Truly Reduce Overconfidence?" *Journal of Experimental Psychology: General*, 152(2): 571-89.

Selected Working Papers

5. "When Goods Were Odds: Do People Prefer Goods that Stem from Uncertainty?" (with Siyuan Yin and Alice Moon) Revising for fifth round review at the *Journal of Consumer Research*.

6. "Different Types of Uncertainty." (with Celia Gaertig and Joseph P. Simmons)

7. "Thinking off the Margin." (with Joshua Lewis)

CONFERENCE PRESENTATIONS

PAPER PRESENTATIONS   ** denotes co-author presenter*

1. **Hu, Beidi**, Celia Gaertig, and Joseph P. Simmons (March 2026), "What are the Different Types of Uncertainty" Talk to be presented at the *Society for Consumer Psychology (SCP)* Annual Conference, San Diego, CA.

2. **Hu, Beidi**, Celia Gaertig, and Joseph P. Simmons (November 2025), "What are the Different Types of Uncertainty" Talk to be presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Denver, CO.

3. Gaertig, Celia*, **Beidi Hu**, and Joseph P. Simmons (October 2025), "What are the Different Types of Uncertainty" Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Washington, DC.

4. **Hu, Beidi** (June 2025), "The Psychology of Belief Distribution Elicitations" Talk presented at the *Workshop on Belief Distribution Elicitation Methods*, Chicago, IL.

5. **Hu, Beidi**, Siyuan Yin, and Alice Moon* (September 2024), "When Goods Were Odds: Do People Prefer Goods that Stem from Uncertainty?" Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Paris, France.

6. **Hu, Beidi**, Siyuan Yin, and Alice Moon* (July 2024), "When Goods Were Odds: Do People Prefer Goods that Stem from Uncertainty?" Talk presented at the *American Marketing Association Consumer Behavior Special Interest Group (AMA CBSIG)* Conference, Vienna, Austria.

7. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (June 2024), "How Should Time Estimates be Structured to Increase Customer Satisfaction?" Talk presented at the *Behavioral Decision Research in Management (BDRM)* Conference, Chicago, IL.

8. **Hu, Beidi**, Siyuan Yin, and Alice Moon* (June 2024), "When Goods Were Odds: Do People Prefer Goods that Stem from Uncertainty?" Talk presented at the *Behavioral Decision Research in Management (BDRM)* Conference, Chicago, IL.

9. **Hu, Beidi**, Siyuan Yin, and Alice Moon (March 2024), "When Goods Were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?" Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, Nashville, TN.

10. **Hu, Beidi**, Siyuan Yin, and Alice Moon (November 2023), "When Goods Were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?" Talk presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, San Francisco, CA.

11. **Hu, Beidi**, Alice Moon, and Eric VanEpps (March 2023), "Choice Set Size Neglect in Predicting Others' Preferences," Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, San Juan, Puerto Rico.

12. **Hu, Beidi**, Siyuan Yin, and Alice Moon (February 2023), "When Goods Were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?" Student flash talk presented at the *Society for Personality and Social Psychology (SPSP)* Judgment and Decision-Making Preconference, Atlanta, GA.

13. **Hu, Beidi**, Alice Moon, and Eric VanEpps (October 2022), "Choice Set Size Neglect in Predicting Others' Preferences," Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Denver, CO.

14. **Hu, Beidi** and Joseph P. Simmons (March 2022), "Distribution Builder vs. Slider Scales: What is the Best Way to Elicit Belief Distributions?" Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, Virtual.

15. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (March 2022), "How Should Time Estimates be Structured to Increase Consumer Satisfaction?" Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, Virtual.

16. **Hu, Beidi** and Joseph P. Simmons (February 2022), "Does Providing a Belief Distribution Truly Reduce Overconfidence?" Student flash talk presented at the *Society for Personality and Social Psychology (SPSP)* Judgment and Decision-Making Preconference, Virtual.

17. **Hu, Beidi** and Joseph P. Simmons (February 2022), "Does Providing a Belief Distribution Truly Reduce Overconfidence?" Talk presented at the *Society for Personality and Social Psychology (SPSP)* Annual Convention, Virtual. (Symposium Chair)

18. **Hu, Beidi** and Joseph P. Simmons (October 2021), "Distribution Builder vs. Slider Scales: What is the Best Way to Elicit Belief Distributions?" Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Virtual.

19. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (October 2021), "How Should Time Estimates be Structured to Increase Consumer Satisfaction?" Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Virtual.

20. **Hu, Beidi** and Joseph P. Simmons (August 2021), "Does Providing a Belief Distribution Truly Reduce (Over)confidence?" Talk presented at the biennial conference on *Subjective Probability, Utility, and Decision Making (SPUDM)*, Virtual.

POSTER PRESENTATIONS

21. **Hu, Beidi** and Joseph P. Simmons (June 2022), "Does Providing a Belief Distribution Truly Reduce Overconfidence?" Poster presented at the Summer Institute on Bounded Rationality, Berlin, Germany.

22. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (February 2022), "How Should Time Estimates be Structured to Increase Consumer Satisfaction?" Poster presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.

23. **Hu, Beidi** and Joseph P. Simmons (February 2022), "Does Providing a Belief Distribution Truly Reduce Overconfidence?" Poster presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.

24. **Hu, Beidi** and Joseph P. Simmons (December 2020), "What is the Best Way to Elicit Belief Distributions?" Poster presen ted at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.

TEACHING AND MENTORING

Instructor

(MBA Core) Marketing Strategy (Winter 2025, Winter 2026), *University of Chicago Booth School of Business*

Guest Lectures

(UG) Evaluating Evidence *"Experiments"* (Spring 2023), *The Wharton School*
(UG) Decision Processes *"Statistical Decision Making"* (Spring 2023), *The Wharton School*
(UG) Consumer Behavior *"Research Presentation"* (Spring 2023), *The Wharton School*

Teaching Assistant

(MBA, EMBA) Managerial Decision Making (x 5, 2018–2022), *The Wharton School*
(UG Core) Introduction to Operations, Information, and Decisions (x 2, 2023–2024), *The Wharton School*

SELECTED GRANTS AND AWARDS

AI and Analytics for Business Grant, The Wharton School	2023
Baker Retailing Center Research Grant, The Wharton School	2023
Mack Institute for Innovation Management Fellowship, The Wharton School	2022, 2023
Russell Ackoff Doctoral Fellowship in Risk Management, The Wharton School	2020, 2021, 2022
George James Term Fund, The Wharton School	2022
Dean's List, University of Pennsylvania	2015 – 2019
Undergraduate Research Mentoring Grant, University of Pennsylvania	2016
Undergraduate Book Award, Penn German Department	2016
German Educational Exchange Service (KMK-PAD) Fellowship	2013
International German Olympiad Finalist	2012
Champion of National German Olympiad	2011

SERVICE, LEADERSHIP, AND AFFILIATIONS

Refereeing Service to the Field

Ad-hoc Reviewing: Management Science, National Science Foundation, Organizational Behavior and Human Decision Processes, Personality and Social Psychology Bulletin, Psychological Science, Thinking and Reasoning

Conference Reviewing: Society for Judgment and Decision-Making (SJDM), Association of Consumer Research (ACR), Society for Personality and Social Psychology (SPSP), Subjective Probability, Utility, and Decision Making (SPUDM), Wharton-INSEAD Doctoral Consortium

University Service

University of Chicago Booth School of Business

Conference Co-organizer, Workshop on Belief Distribution Elicitation Methods (June 2025)
Co-organizer, Marketing Research Workshop (Winter 2025, Spring 2025)

The Wharton School

Conference Co-organizer, 11th Wharton-INSEAD Doctoral Consortium (2022)
DEI Program Mentor, *Wharton Doctoral Council* (2022 – 2023)
Peer Mentor, *Wharton Doctoral Council* (2021 – 2023)
Ph.D. Student Advisory Board, *Wharton Pre-Doctoral Directed Reading Program* (2021)

Professional Affiliations

Society for Judgment and Decision Making
Society for Consumer Psychology
Association for Consumer Research
Society for Personality and Social Psychology
European Association for Decision Making