

FRANKLIN PETER SHADDY

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ACADEMIC POSITIONS

2018–present UCLA Anderson School of Management, Los Angeles, CA
Assistant Professor, Marketing and Behavioral Decision Making

EDUCATION

2013–2018 The University of Chicago Booth School of Business, Chicago, IL
Ph.D., Marketing

2011–2013 Columbia University, New York, NY
M.A., Quantitative Methods in the Social Sciences

2005–2009 University of Michigan, Ann Arbor, MI
B.B.A., Finance, High Distinction

RESEARCH INTERESTS

Bundling, Fairness, Goals and Motivation, (Im)patience, Judgment and Decision Making, Trade-Offs

PUBLICATIONS

([†]denotes graduate student)

Shaddy, Franklin, and Anuj K. Shah (in press), “When to Use Markets, Lines, and Lotteries: How Beliefs About Fairness Depend on Beliefs About Preferences,” *Journal of Marketing*.

- Best Paper Award, 2021 SCP Boutique: Numerical Markers Conference

Roberts, Annabelle[†], Franklin Shaddy, and Ayelet Fishbach (2021), “Love is Patient: People Are More Willing to Wait for Things They Like,” *Journal of Experimental Psychology: General*, 150 (7), 1423–1437.

Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach (2021), “Social Hedonic Editing: People Prefer to Experience Events at the Same Time as Others,” *Social Psychological and Personality Science*, 12 (7), 1233–1240.

Shaddy, Franklin, Ayelet Fishbach, and Itamar Simonson (2021), “Trade-Offs in Choice,” *Annual Review of Psychology*, 72, 181–206.

Shaddy, Franklin, and Leonard Lee (2020), “Price Promotions Cause Impatience,” *Journal of Marketing Research*, 57 (1), 118–133.

Shaddy, Franklin, and Anuj K. Shah (2018), “Deciding Who Gets What, Fairly,” *Journal of Consumer Research*, 45 (4), 833–848.

Shaddy, Franklin, and Ayelet Fishbach (2018), “Eyes on the Prize: The Preference to Invest Resources in Goals Over Means,” *Journal of Personality and Social Psychology*, 115 (4), 624–637.

Shaddy, Franklin, and Ayelet Fishbach (2017), “Seller Beware: How Bundling Affects Valuation,” *Journal of Marketing Research*, 54 (5), 737–751.

Fishbach, Ayelet, and Franklin Shaddy (2016), “When Choices Substitute for Versus Reinforce Each Other,” *Current Opinion in Psychology*, 10, 39–43.

WORKING PAPERS (*denotes equal authorship; †denotes graduate student)

de la Fuente, Malena[†], and Franklin Shaddy, “Moralizing the Repayment of Time-Barred Debt: Causes and Consequences.”

Shaddy, Franklin*, Amit Bhattacharjee*, and Alixandra Barasch*, “Fairness and the Psychology of Technological Disruption.”

Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach, “Synchronized Scheduling: Choosing to Experience Different Events in Different Places at the Same Time as Others.”

Shaddy, Franklin, and Stephanie Tjoa[†], “The Bundle Halo Effect: Items Evaluated as Part of a Bundle Are More Attractive Than the Same Items Evaluated in Isolation.”

“Understanding Fairness Perceptions in Segmentation by Race and Gender,” with Elizabeth M. S. Friedman* and Olivier Toubia*.

SELECTED WORKS IN PROGRESS (†denotes graduate student)

“All Men Created Equal: Framing Inequality to Promote Redistribution,” with David Dolifka[†] and Katherine L. Christensen.

“Asymmetric Reactions to Erroneous Punishments and Rewards,” with Eitan Rude[†] and Anuj K. Shah.

“Framing Input Costs: Time Versus Money,” with Neha Nair[†] and David Dolifka[†].

HONORS, AWARDS, AND GRANTS

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| 2021–2022 | Morrison Center for Marketing and Data Analytics Research Grant (\$4,480) |
| 2021 | Facebook Core Data Science (CDS) Research Gift (\$25,000) |
| 2020–2021 | Morrison Center for Marketing and Data Analytics Research Grant (\$5,000) |
| 2020 | Dean George W. Robbins Assistant Professor Teaching Award, Anderson School of Management |
| 2018 | Juan Manuel de la Torre Sanchez Memorial PhD Fellowship, Booth School of Business |
| 2017 | MSI Alden G. Clayton Dissertation Proposal Competition Honorable Mention |
| 2017 | AMA-Sheth Foundation Doctoral Consortium Fellow |
| 2017–2018 | Kilts Fellowship, Booth School of Business |
| 2014–2016 | Dean’s Award, Teaching Assistant Excellence, Booth School of Business |
| 2012 | QMSS Summer Research Grant, Columbia University |
| 2011–2012 | QMSS Academic Research Fellowship, Columbia University |
| 2005–2009 | Rogel Scholar, University of Michigan |

ORGANIZED SYMPOSIA

Shaddy, Franklin (2019), “The Psychology of Consuming, Allocating, and Managing Resources in the Marketplace,” *ISMS Marketing Science Conference*, Rome (Italy).

Shaddy, Franklin, and Itamar Simonson (2016), “How and When Consumers Make Tradeoffs,”
Association for Consumer Research, Berlin (Germany).

CONFERENCE TALKS (*denotes presenter)

“The Moralization of Debt: Causes and Consequences”

- *Society for Judgment and Decision Making* (2022), virtual
- *Association for Consumer Research* (2021), virtual

“Perceptions of Fairness in Segmentation and Targeting by Race and Gender”

- *American Marketing Association Winter Academic Conference* (2022), Las Vegas, NV*
- *Association for Consumer Research* (2021), virtual*

“The Bundle Halo Effect: Items Evaluated as Part of a Bundle Are More Attractive Than the Same Items Evaluated in Isolation”

- *Association for Consumer Research* (2021), virtual

“All Men Created Equal: Framing Inequality to Promote Redistribution”

- *Association for Consumer Research* (2021), virtual

“When to Use Markets, Lines, and Lotteries: How Beliefs About Fairness Depend on Beliefs About Preferences”

- *SCP Boutique Conference* (2022), Honolulu, HI*
- *Society for Judgment and Decision Making* (2022), virtual*
- *Numerical Markers Conference* (2021), Tuscon, AZ*
- *Association for Psychological Science* (canceled), Chicago, IL*
- *Association for Consumer Research* (2019), Atlanta, GA*
- *Subjective Probability, Utility, and Decision Making* (2019), Amsterdam, The Netherlands*
- *ISMS Marketing Science Conference* (2019), Rome, Italy*

“Why Invoking the Self Attenuates Variety Seeking, the Compromise Effect, and Balancing”

- *Association for Consumer Research* (2020), virtual *

“Love is Patient: People Are More Willing to Wait for Things They Like”

- *Society for Consumer Psychology* (2020), Huntington Beach, CA
- *Association for Consumer Research* (2019), Atlanta, GA
- *Society for the Science of Motivation* (2019), Washington, DC

“Eyes on the Prize: The Preference to Invest Resources in Goals Over Means”

- *20+ Years of Goal Systems Theory and Research Conference*, Chicago, IL*
- *Society for the Science of Motivation* (2019), Washington, DC*
- *Association for Consumer Research* (2018), Dallas, TX*

“Social Hedonic Editing: People Prefer to Experience Events at the Same Time as Others”

- *Society for Consumer Psychology* (2019), Savannah, GA*
- *Association for Consumer Research* (2018), Dallas, TX*

“Fairness and the Psychology of Technological Disruption”

- *The La Londe Conference* (2019), La Londe le Maures, France
- *Society for Consumer Psychology* (2019), Savannah, GA

“Deciding Who Gets What, Fairly”

- *Whitebox Advisors Graduate Student Conference* (2017), New Haven, CT*
- *Society for Consumer Psychology* (2017), San Francisco, CA*
- *Society for Judgment and Decision Making* (2016), Boston, MA*
- *Association for Consumer Research* (2016), Berlin, Germany*

“How Seemingly Unrelated Choice Effects All Reflect Willingness-to-Make Tradeoffs”

- *Association for Consumer Research* (2016), Berlin, Germany*

“A Dual Process Account of Reference Point Recruitment”

- *Society for Personality and Social Psychology* (2016), San Diego, CA

“Seller Beware: How Bundling Affects Valuation”

- *Behavioral Decision Research in Management* (2016), Toronto, Canada*
- *Society for Judgment and Decision Making* (2015), Chicago, IL*
- *Society for Consumer Psychology* (2015), Phoenix, AZ*

“Price Promotions Cause Impatience”

- *Kellogg-Booth Student Symposium* (2014), Chicago, IL*
- *Society for Consumer Psychology* (2012), San Antonio, TX*
- *Association for Consumer Research* (2012), Vancouver, Canada*

INVITED TALKS

- 2022 Cornell Young Scholars Research Camp, Cornell University, SC Johnson College of Business
Northwestern University, Kellogg School of Management
University of California, San Diego, Rady School of Management
- 2021 New Beginnings Symposium, Texas A&M University, Mays Business School
University of Florida, Warrington College of Business
University of Georgia, Terry College of Business
Columbia University, Institute for Social and Economic Research and Policy
- 2020 National University of Singapore, NUS Business School (postponed)
Utah State University, IDEA Conference, Jon M. Huntsman School of Business (postponed)
- 2019 The Ohio State University, Max M. Fisher College of Business
University of Maryland, College Park, Robert H. Smith School of Business
Georgetown University, McDonough School of Business
- 2018 University of Virginia, Department of Psychology
- 2017 New York University, Leonard N. Stern School of Business
Harvard University, Harvard Business School
Yale University, Yale School of Management
University of Miami, School of Business Administration
University of Southern California, Marshall School of Business
Stanford University, Stanford Graduate School of Business
University of California, Los Angeles, Anderson School of Management
University of Minnesota, Twin Cities, Curtis L. Carlson School of Management
London Business School)
University of Colorado, Boulder, Leeds School of Business
University of Michigan, Ann Arbor, Stephen M. Ross School of Business
University of Washington, Seattle, Michael G. Foster School of Business
Texas A&M University, Mays Business School
Vanderbilt University, Owen Graduate School of Management

TEACHING EXPERIENCE

UCLA Anderson School of Management, Los Angeles, CA

- Marketing Management (MGMT411), full-time MBA core
 - Fall 2021 (instructor rating: 4.7/5.0)
 - Fall 2020 (instructor rating: 4.7/5.0)
 - Fall 2019 (instructor rating: 4.8/5.0)
 - Winner of the Dean George W. Robbins Assistant Professor Teaching Award
 - Winter 2019 (instructor rating: 4.8/5.0)
- Marketing Management (MGMT411), part-time MBA core
 - Spring 2021 (instructor rating: 4.9/5.0)

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)

American Psychological Association (APA)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

Society for the Science of Motivation (SSM)

NONACADEMIC POSITIONS

2009–2011 Associate, PwC Advisory Services, New York, NY

2008–2009 Investment Banking Analyst, JPMorgan Chase & Co., New York, NY