

## FRANKLIN PETER SHADDY

UCLA Anderson School of Management  
110 Westwood Plaza, B4.12  
Los Angeles, CA 90095 USA

+1 (310) 206-4225  
franklin.shaddy [at] anderson.ucla.edu  
<http://www.franklinshaddy.com/>

### ACADEMIC POSITIONS

---

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

### EDUCATION

---

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

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

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

### RESEARCH INTERESTS

---

Consumer Behavior, Judgment and Decision Making, Goals and Motivation, Bundling, Fairness, Impatience, Tradeoffs

### PUBLICATIONS

---

Shaddy, Franklin, and Leonard Lee (forthcoming), “Price Promotions Cause Impatience,” *Journal of Marketing Research*.

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 (2015), “When Choices Substitute for Versus Reinforce Each Other,” *Current Opinion in Psychology*, 10, 39–43.

### WORKING PAPERS

---

Shaddy, Franklin, and Anuj K. Shah, “Sorting Through Preferences.”

Shaddy, Franklin, Ayelet Fishbach, and Itamar Simonson, “Why Invoking the Self Attenuates Variety Seeking, the Compromise Effect, and Balancing.”

Shaddy, Franklin, Ayelet Fishbach, and Itamar Simonson, “Tradeoffs in Choice.”

Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach, “Social Editing: The Preference to Integrate Events for the Self and Others.”

“Love Is Patient: People Are More Willing to Wait for Something They Like,” with Annabelle Roberts and Ayelet Fishbach.

### **SELECTED WORKS IN PROGRESS**

---

“The Perceived Fairness of Technological Disruption,” with Alix Barasch and Amit Bhattacharjee.

“Bundles Bundle People,” with Ayelet Fishbach.

### **HONORS AND AWARDS**

---

- Juan Manuel de la Torre Sanchez Memorial PhD Fellowship (2018)
- MSI Alden G. Clayton Dissertation Proposal Competition Honorable Mention (2017)
- AMA-Sheth Foundation Doctoral Consortium Fellow (2017)
- Invited Presenter, Yale Whitebox Advisors Conference (2017)
- Kilts Fellowship, Booth School of Business (2017–2018)
- Dean’s Award, Teaching Assistant Excellence, Booth School of Business (2014, 2015, 2016)
- Conference Travel Award, Columbia University (2012)
- QMSS Summer Research Grant, Columbia University (2012)
- QMSS Academic Research Fellowship, Columbia University (2011, 2012)
- Rogel Scholar, University of Michigan, (2005–2009)

### **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 (\*presenter)**

---

“Sorting Through Preferences”

- *Association for Consumer Research* (2019), Atlanta, GA\*
- *Subjective Probability, Utility, and Decision Making* (2019), Amsterdam, The Netherlands\*
- *ISMS Marketing Science Conference* (2019), Rome, Italy\*

“Love Is Patient: People Are More Willing to Wait for Something They Like”

- *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”

- *Society for the Science of Motivation* (2019), Washington, DC\*
- *Association for Consumer Research* (2018), Dallas, TX\*

“Social Editing: The Preference to Integrate Events for the Self and Others”

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

“The Perceived Fairness 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\*

“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

---

University of Maryland, College Park, Robert H. Smith School of Business (April 2019)

University of Virginia, Department of Psychology (February 2018)

New York University, Leonard N. Stern School of Business (November 2017)

Harvard University, Harvard Business School (October 2017)

Yale University, Yale School of Management (October 2017)

University of Miami, School of Business Administration (October 2017)

University of Southern California, Marshall School of Business (October 2017)

Stanford University, Stanford Graduate School of Business (October 2017)

University of California, Los Angeles, Anderson School of Management (October 2017)

University of Minnesota, Twin Cities, Curtis L. Carlson School of Management (October 2017)

London Business School (October 2017)

University of Colorado, Boulder, Leeds School of Business (September 2017)

University of Michigan, Ann Arbor, Stephen M. Ross School of Business (September 2017)

University of Washington, Seattle, Michael G. Foster School of Business (September 2017)

Texas A&M University, Mays Business School (September 2017)

Vanderbilt University, Owen Graduate School of Management (September 2017)

## TEACHING EXPERIENCE

---

UCLA Anderson School of Management, Los Angeles, CA

Marketing Management, full-time MBA core (instructor rating: 4.8/5.0)

## PROFESSIONAL MEMBERSHIPS

---

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**

---

Advisory Associate, PricewaterhouseCoopers, New York, NY, 2009–2011

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