

## FRANKLIN PETER SHADDY

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

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

### 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 (committee: Ayelet Fishbach [chair], Pradeep Chintagunta,  
Anuj K. Shah, Itamar Simonson)

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

---

Consumer Behavior, Judgment and Decision Making, Goals and Motivation, Bundling, Fairness,  
Patience and Intertemporal Choice, Tradeoffs

### PUBLICATIONS (\*\*denotes graduate student)

---

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

Roberts, Annabelle\*\*, Franklin Shaddy, and Ayelet Fishbach (in press), “Love is Patient: People Are More Willing to Wait for Things They Like,” *Journal of Experimental Psychology: General*.

Shaddy, Franklin, Ayelet Fishbach, and Itamar Simonson (in press), “Tradeoffs in Choice,” *Annual Review of Psychology*, 72.

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)

---

Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach (invited revision), “Concurrent Consumption,” *Journal of Consumer Psychology*.

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

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

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

**SELECTED WORKS IN PROGRESS** (\*\*denotes graduate student)

---

“Fairness in Segmentation and Targeting,” with Elizabeth M. S. Friedman and Olivier Toubia.

“Loss Aversion Promotes Variety Seeking,” with Eitan Rude\*\*.

“Costly Conventional Wisdom: Why NBA Coaches Should Not Bench Players in Foul Trouble,” with Richard H. Thaler and Daniel K. Walco.

“How and Why Quantitative (Versus Qualitative) Information Shapes Tradeoff Resolution,” with Ayelet Fishbach and Itamar Simonson.

“Inequality in Opportunities Versus Outcomes,” with Katherine L. Christensen\*\* and David Dolifka\*\*.

**HONORS AND AWARDS**

---

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)

---

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

- *SCP Boutique Conference* (canceled), Honolulu, HI\*
- *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\*

“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”

- *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\*

“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

---

National University of Singapore, NUS Business School (postponed)

Utah State University, IDEA Conference, Jon M. Huntsman School of Business (postponed)

The Ohio State University, Max M. Fisher College of Business (December 2019)

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

Georgetown University, McDonough 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 (MGMT411), full-time MBA core
  - Fall 2020 (instructor rating: TBD)
  - 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)

## **PROFESSIONAL MEMBERSHIPS**

---

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