

## FRANKLIN PETER SHADDY

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### ACADEMIC POSITIONS

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

### EDUCATION

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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

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

### PEER-REVIEWED PUBLICATIONS (†denotes graduate student)

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Shaddy, Franklin, and Anuj K. Shah (2022), “When to Use Markets, Lines, and Lotteries: How Beliefs About Fairness Depend on Beliefs About Preferences,” *Journal of Marketing*, 86 (3), 140–156.

- 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.

## INVITED PUBLICATIONS

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Shaddy, Franklin (in press), “Paying for Goals and Means: Implications for Resource Investment,” In A.W. Kruglanski, A. Fishbach, and C. Kopetz (Eds.), *Explorations in Goal Systems* (Chapter 3). Oxford University Press.

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)

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de la Fuente, Malena<sup>†</sup>, and Franklin Shaddy, “Why Do Consumers Repay Time-Barred Debt? How Moralization Increases the Self-Diagnosticity of Repayment Decisions” (invited revision, *Journal of Consumer Research*).

Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach, “Synchronized Scheduling: Choosing to Experience Different Events in Different Places at the Same Time as Others” (invited revision, *Journal of the Association for Consumer Research*).

Friedman, Elizabeth M.S.<sup>\*</sup>, Franklin Shaddy<sup>\*</sup>, and Olivier Toubia, “Understanding Fairness Perceptions in Demographic-Based Segmentation and Targeting” (reject-and-resubmit, *Journal of Marketing Research*).

Shaddy, Franklin, and Stephanie Tjoa<sup>†</sup>, “The Bundle Halo Effect: Items Evaluated as Part of a Bundle Are More Attractive Than the Same Items Evaluated in Isolation” (reject-and-resubmit, *Journal of Consumer Research*).

Shaddy, Franklin<sup>\*</sup>, Amit Bhattacharjee<sup>\*</sup>, and Alixandra Barasch<sup>\*</sup>, “The Psychology of Unfair Competition: Technological Disruption and Fixed-Cost Neglect.”

Dolifka, David<sup>†</sup>, Katherine L. Christensen, and Franklin Shaddy, “All Men Created Equal: Framing Inequality to Promote Redistribution.”

## SELECTED WORKS IN PROGRESS (†denotes graduate student)

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“Asymmetric Reactions to Erroneous Punishments and Rewards,” with Eitan Rude<sup>†</sup>.

“Framing Input Costs: Time Versus Money,” with Neha Nair<sup>†</sup> and David Dolifka<sup>†</sup>.

## HONORS, AWARDS, AND GRANTS

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2022	Invited Faculty Panelist, California School Conference, Stanford GSB
2022	Cornell Saroj and Vithala Rao Young Scholar Award
2021	Facebook Core Data Science (CDS) Research Gift (\$25,000)
2020–2022	Morrison Center for Marketing and Data Analytics Research Grant (\$9,480), UCLA Anderson
2020	Dean George W. Robbins Assistant Professor Teaching Award, UCLA Anderson
2018	Juan Manuel de la Torre Sanchez Memorial PhD Fellowship, Chicago Booth
2017	MSI Alden G. Clayton Dissertation Proposal Competition Honorable Mention
2017	AMA-Sheth Foundation Doctoral Consortium Fellow

2017–2018	Kilts Fellowship, Chicago Booth
2014–2016	Dean's Award, Teaching Assistant Excellence, Chicago Booth
2012	QMSS Summer Research Grant, Columbia University
2011–2012	QMSS Academic Research Fellowship, Columbia University
2005–2009	Rogel Scholar, University of Michigan

## **ORGANIZED SYMPOSIA**

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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)

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"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), Tucson, 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”

- *Association for Psychological Science* (2022), Chicago, IL\*
- *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

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| 2022 | Marketing Young Scholars Research Camp, Cornell University, SC Johnson College of Business<br>University of California, San Diego, Rady School of Management<br>Northwestern University, Kellogg School of Management  |
| 2021 | New Beginnings Symposium, Texas A&M University, Mays Business School<br>University of Florida, Warrington College of Business<br>University of Georgia, Terry College of Business<br>Columbia University, Institute for Social and Economic Research and Policy  |
| 2020 | National University of Singapore, NUS Business School (postponed)<br>Utah State University, IDEA Conference, Jon M. Huntsman School of Business (postponed)  |
| 2019 | The Ohio State University, Max M. Fisher College of Business<br>University of Maryland, College Park, Robert H. Smith School of Business<br>Georgetown University, McDonough School of Business  |
| 2018 | University of Virginia, Department of Psychology   |
| 2017 | New York University, Leonard N. Stern School of Business<br>Harvard University, Harvard Business School<br>Yale University, Yale School of Management<br>University of Miami, School of Business Administration<br>University of Southern California, Marshall School of Business<br>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**

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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**

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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**

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2009–2011	Associate, PwC Advisory Services, New York, NY
2008–2009	Investment Banking Analyst, JPMorgan Chase & Co., New York, NY