

## 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

- Eric and “E” Juline Faculty Excellence in Research Award (2022)
- Dean George W. Robbins Assistant Professor Teaching Award (2020)

### 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 collaborator)

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Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach (2023), “Synchronized Scheduling: Choosing to Experience Different Events in Different Places at the Same Time as Others,” *Journal of the Association for Consumer Research*, 8 (2), 130–141.

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 collaborator)

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Dolifka, David<sup>†</sup>, Katherine L. Christensen<sup>†</sup>, and Franklin Shaddy (invited revision), “Created Equal: Highlighting Opportunities (Versus Outcomes) to Boost Support for Redistribution,” *Social Psychological and Personality Science*.

Trupia, Maria Giulia and Franklin Shaddy (invited revision), “No Time to Buy: Asking Consumers to Spend Time to Save Money is Perceived as Fairer Than Asking Consumers to Spend Money to Save Time,” *Journal of Consumer Psychology*.

de la Fuente, Malena<sup>†</sup>, and Franklin Shaddy, “Why Do So Many People Repay Unenforceable Debt? How Moralization Boosts the Self-Diagnosticity of Repayment Decisions.”

Rude, Eitan<sup>†</sup>, and Franklin Shaddy, “People Endorse Harsher Policies in Principle Than in Practice: Asymmetric Beliefs About Which Errors to Prevent Versus Fix.”

Friedman, Elizabeth M.S.<sup>\*</sup>, Franklin Shaddy<sup>\*</sup>, and Olivier Toubia, “Fairness Perceptions in Demographic Targeting.”

Shaddy, Franklin, and Elizabeth M.S. Friedman, “The Bundle Halo Effect.”

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

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“The Psychology of Unfair Competition: Technological Disruption and Fixed-Cost Neglect,” with Alixandra Barasch, Amit Bhattacharjee, and Gizem Yalcin.

“Moralizing Savings Decisions,” with Malena de la Fuente<sup>†</sup>.

## HONORS, AWARDS, AND GRANTS

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2023	Best “40-Under-40” Business School Professors, Poets&Quants
2023	Faculty Career Development Award (\$13,980), UCLA Office of Equity, Diversity and Inclusion (EDI)
2022	Eric and “E” Juline Faculty Excellence in Research Award, UCLA Anderson
2022	Saroj and Vithala Rao Young Scholar Award, Cornell Johnson

2021	Facebook Core Data Science (CDS) Research Gift (\$25,000)
2020–2023	Morrison Center for Marketing and Data Analytics Research Grant (total awarded: \$15,980), 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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Goodman, Joseph K., Franklin Shaddy, Kathleen Vohs, and Evan Weingarten (2023), “Meaning and Morality in the Marketplace,” *12th Triennial Invitational Choice Symposium*, Fontainebleau, France.

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 PAPERS (\*denotes presenter)

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“No Time to Buy: Asking Consumers to Spend Time to Save Money is Perceived as Fairer Than Asking Consumers to Spend Money to Save Time”

- *Association for Consumer Research* (2023), Seattle, WA
- *Southern Ontario Behavioral Decision Making Conference* (2023), Toronto, ON

“Protect the Innocent or Punish the Guilty? Explaining Seemingly Inconsistent Beliefs About Which Types of Errors to Prevent Versus Fix in Punishment and Reward Systems”

- *12th Triennial Invitational Choice Symposium* (2023), Fontainebleau, France\*
- *Society for Consumer Psychology* (2023), San Juan, PR
- *Society for Judgment and Decision Making* (2022), La Jolla, CA
- *Association for Consumer Research* (2022), Denver, CO

“Why Do So Many People Repay Unenforceable Debt? How Moralization Boosts the Self-Diagnosticity of Repayment Decisions”

- *Boulder Summer Conference in Consumer Financial Decision Making* (2023), Boulder, CO
- *Society for Consumer Psychology* (2023), San Juan, PR\*
- *Society for Judgment and Decision Making* (2022), virtual
- *Association for Consumer Research* (2021), virtual

“Understanding Fairness Perceptions in Demographic Segmentation and Targeting”

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

“The Bundle Halo Effect”

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

“How to Frame Economic Inequality to Promote Support for Redistributive Policies: Highlighting Unequal Opportunities Versus Unequal Outcomes”

- *SCP Boutique Conference* (2022), Honolulu, HI
- *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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- 2024 Marketing Camp, Columbia University, Columbia Business School
- 2023 University of Wisconsin, Madison, Wisconsin School of Business  
Marketing Camp, Northwestern University, Kellogg School of Management  
Utah State University, IDEA Conference, Jon M. Huntsman School of Business  
National University of Singapore, NUS Business School
- 2022 Duke University, Fuqua School of Business  
Marketing Young Scholars Research Camp, Cornell University, SC Johnson College of Business  
University of California, San Diego, Rady School of Management  
Behavioral Brownbag, Northwestern University, Kellogg 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

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UCLA Anderson School of Management, Los Angeles, CA

- Marketing Management (MGMT411), full-time MBA core
  - Winter 2023 (instructor rating: 4.9/5.0)
  - Fall 2021 (instructor rating: 4.7/5.0)
  - Fall 2020 (instructor rating: 4.7/5.0)
  - Fall 2019 (instructor rating: 4.8/5.0)
  - Winter 2019 (instructor rating: 4.8/5.0)
- Marketing Management (MGMT411), part-time MBA core
  - Spring 2021 (instructor rating: 4.9/5.0)

## **DISSERTATION COMMITTEES (PLACEMENT)**

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Ipek Demirdag (Meta)  
Daniel Mirny (IESE Business School)  
David Dolifka  
Malena de la Fuente  
Tayler Bergstrom

## **PROFESSIONAL SERVICE**

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Ad Hoc Reviewer

- *Emotion*
- *Frontiers in Psychology*
- *Frontiers in Marketing Science*
- *International Journal of Research in Marketing*
- *Journal of Behavioral Decision Making*
- *Journal of Consumer Psychology*
- *Journal of Consumer Research*
- *Journal of Experimental Psychology: General*
- *Journal of Experimental Social Psychology*
- *Journal of Marketing*
- *Journal of Marketing Research*
- *Journal of Personality and Social Psychology*
- *Journal of the Association for Consumer Research*
- *Marketing Science*
- *Nature Human Behavior*
- *Organizational Behavior and Human Decision Processes*

## **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