

## 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  
<https://franklinshaddy.com/>

### ACADEMIC POSITIONS

---

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

---

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

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

---

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, SCP Boutique: Numerical Markers Conference (2021)

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

---

Shaddy, Franklin (2023), “Paying for Goals and Means: Implications for Resource Investment,” In A.W. Kruglanski, A. Fishbach, and C. Kopetz (Eds.), *Explorations in Goal Systems* (pp. 130–149). 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 collaborator)

---

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

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

- Hillel Einhorn New Investigator Award, Society for Judgment and Decision Making (2023)

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*.

Friedman, Elizabeth M.S.<sup>\*</sup>, Franklin Shaddy<sup>\*</sup>, and Olivier Toubia (invited revision), “Fairness Perceptions in Demographic Targeting,” *Journal of Consumer Research*.

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.”

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

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

---

“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

---

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)  |
| 2020–2024 | Morrison Center for Marketing and Data Analytics Research Grant (total awarded: \$23,212), 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

---

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)

---

“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”

- *Society for Consumer Psychology* (2024), Nashville, TN
- *Association for Consumer Research* (2023), Seattle, WA
- *Southern Ontario Behavioral Decision Making Conference* (2023), Toronto, ON

“People Endorse Harsher Policies in Principle Than in Practice: Asymmetric Beliefs About Which Errors to Prevent Versus Fix”

- *Einhorn Award Address, Society for Judgment and Decision Making* (2023), San Francisco, CA
- *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”

- *Society for Consumer Psychology* (2024), Nashville, TN\*
- *American Marketing Association Winter Academic Conference* (2022), Las Vegas, NV\*
- *Association for Consumer Research* (2021), virtual\*

“The Bundle Halo Effect”

- *Society for Consumer Psychology* (2024), Nashville, TN\*
- *Society for Judgment and Decision Making* (2022), La Jolla, CA\*
- *Association for Consumer Research* (2021), virtual

“Highlighting Opportunities (Versus Outcomes) Increases Support for Economic Redistribution”

- *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

---

|      |  |
|------|--|
| 2024 | Marketing Camp, Columbia University, Columbia Business School  |
| 2023 | University of Wisconsin, Madison, Wisconsin School of Business<br>Marketing Camp, Northwestern University, Kellogg School of Management<br>Utah State University, IDEA Conference, Jon M. Huntsman School of Business<br>National University of Singapore, NUS Business School   |
| 2022 | Duke University, Fuqua School of Business<br>Marketing Young Scholars Research Camp, Cornell University, SC Johnson College of Business<br>University of California, San Diego, Rady School of Management<br>Behavioral Brownbag, 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<br>University of California, Los Angeles, Anderson School of Management<br>University of Minnesota, Twin Cities, Curtis L. Carlson School of Management<br>London Business School<br>University of Colorado, Boulder, Leeds School of Business<br>University of Michigan, Ann Arbor, Stephen M. Ross School of Business<br>University of Washington, Seattle, Michael G. Foster School of Business<br>Texas A&M University, Mays Business School<br>Vanderbilt University, Owen Graduate School of Management |

## TEACHING EXPERIENCE

---

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)

---

Ipek Demirdag (Meta)

Daniel Mirny (IESE Business School)

David Dolifka (University of Utah)

Malena de la Fuente

Taylor Bergstrom

## PROFESSIONAL SERVICE

---

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

---

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