

FRANKLIN SHADDY

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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 (conditionally accepted), “Exposure to Price Promotions Causes 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, “Preferences for Markets.”

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

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

SELECTED WORKS IN PROGRESS

- “Tradeoffs in Choice,” with Ayelet Fishbach and Itamar Simonson.
 “Fairness and the Psychology of Technological Disruption,” with Alix Barasch and Amit Bhattacharjee.
 “Bundles Bundle People,” with Ayelet Fishbach.
 “Love Is Patient: People Are More Willing to Wait for Something They Like,” with Annabelle Roberts and 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 PRESENTATIONS

Shaddy, Franklin, and Anuj K. Shah (2019), “Preferences for Markets,” *Subjective Probability, Utility, and Decision Making (SPUDM) Conference*, Amsterdam (The Netherlands).

Shaddy, Franklin, and Anuj K. Shah (2019), “Preferences for Markets,” *ISMS Marketing Science Conference*, Rome (Italy).

Shaddy, Franklin, and Ayelet Fishbach (2019), “Eyes on the Prize: The Preference to Invest Resources in Goals Over Means,” *Society for the Science of Motivation*, Washington, DC.

Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach (2019), “Social Editing: The Preference to Integrate Events for the Self and Others,” *Society for Consumer Psychology*, Savannah, GA.

Barasch, Alixandra, Franklin Shaddy, and Amit Bhattacharjee (2019), “Fairness and the Psychology of Technological Disruption,” *Society for Consumer Psychology*, Savannah, GA.

Shaddy, Franklin, and Ayelet Fishbach (2018), “Eyes on the Prize: The Preference to Invest Resources in Goals Over Means,” *Association for Consumer Research*, Dallas, TX.

Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach (2018), “Social Editing: The Preference to Integrate Events for the Self and Others,” *Association for Consumer Research*, Dallas, TX.

- Shaddy, Franklin, and Anuj K. Shah (2017), “Deciding Who Gets What, Fairly,” *Whitebox Advisors Graduate Student Conference*, New Haven, CT.
- Shaddy, Franklin, and Anuj K. Shah (2017), “Deciding Who Gets What, Fairly,” *Society for Consumer Psychology*, San Francisco, CA.
- Shaddy, Franklin, and Anuj K. Shah (2016), “Deciding Who Gets What, Fairly,” *Society for Judgment and Decision Making*, Boston, MA.
- Shaddy, Franklin, Ayelet Fishbach, and Itamar Simonson (2016), “Distinctions Without a Difference: How Seemingly Unrelated Choice Effects All Reflect Willingness-to-Make Tradeoffs,” *Association for Consumer Research*, Berlin (Germany).
- Shaddy, Franklin, and Anuj K. Shah (2016), “Deciding Who Gets What, Fairly,” *Association for Consumer Research*, Berlin (Germany).
- Shaddy, Franklin, and Ayelet Fishbach (2016), “Seller Beware: How Bundling Affects Valuation,” *Behavioral Decision Research in Management*, Toronto (Canada).
- Shaddy, Franklin, and Ayelet Fishbach (2015), “Seller Beware: How Bundling Affects Valuation,” *Society for Judgment and Decision Making*, Chicago, IL.
- Shaddy, Franklin, and Ayelet Fishbach (2015), “Seller Beware: How Bundling Affects Valuation,” *Society for Consumer Psychology*, Phoenix, AZ.
- Shaddy, Franklin, and Leonard Lee (2014), “Exposure to Price Promotions Causes Impatience,” *Kellogg-Booth Student Symposium*, Chicago, IL.
- Shaddy, Franklin, and Leonard Lee (2012), “Exposure to Price Promotions Causes Impatience,” *Society for Consumer Psychology*, San Antonio, TX.
- Shaddy, Franklin, and Leonard Lee (2012), “Exposure to Price Promotions Causes Impatience,” *Association for Consumer Research*, Vancouver, BC (Canada).

TEACHING EXPERIENCE

UCLA Anderson School of Management, Los Angeles, CA
Marketing Management, full-time MBA core (average instructor rating: 4.8/5.0)

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)

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)

NONACADEMIC POSITIONS

Advisory Associate, PricewaterhouseCoopers, New York, NY, 2009–2011
Investing Banking Analyst, JPMorgan Chase & Co., New York, NY, 2008–2009