

FRANKLIN PETER SHADDY

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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 (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

Fairness Perceptions, Bundling, Impatience, Judgment and Decision Making, Trade-Offs

PEER-REVIEWED PUBLICATIONS (*equal authorship; †graduate student or postdoctoral scholar)

Shaddy, Franklin*, Elizabeth M.S. Friedman*, and Olivier Toubia (in press), “[Fairness Perceptions in Demographic Targeting](#),” *Journal of Consumer Research*.

Trupia, Maria Giulia†, and Franklin Shaddy (2025), “[“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*, 35 (3), 450–462.

Dolifka, David†, Katherine L. Christensen†, and Franklin Shaddy (2025), “[Highlighting Opportunities \(Versus Outcomes\) Increases Support for Economic Redistribution](#),” *Social Psychological and Personality Science*, 16 (4), 422–432.

Rude, Eitan†, and Franklin Shaddy (2024), “[People Endorse Harsher Policies in Principle Than in Practice: Asymmetric Beliefs About Which Errors to Prevent Versus Fix](#),” *Psychological Science*, 35 (5), 529–542.

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

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](#)," 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 (*equal authorship; [†]graduate student or postdoctoral scholar)

Shaddy, Franklin, Linda Hagen, and Ryan Hamilton (reject-and-resubmit), "When the Rent is Too Damn High: Why People Prefer Demand- Versus Supply-Side Policy Solutions to Scarcity," *Proceedings of the National Academy of Sciences*.

- [Nicosia Best Paper Award](#), Association for Consumer Research (2025)

Trupia, Maria Giulia[†], and Franklin Shaddy (invited revision), "The Psychology of Profit: Asymmetric Beliefs About How Revenues and Expenses Affect the Bottom Line," *Organizational Behavior and Human Decision Processes*.

Friedman, Elizabeth M.S.* , and Franklin Shaddy* (invited revision), "The Bundle Halo Effect," *Journal of Retailing*.

de la Fuente, Malena[†], and Franklin Shaddy, "Why Do So Many People Repay Unenforceable Debt? How Moralization Boosts the Self-Diagnosticity of Repayment Decisions."

Wang Qingyang[†], and Franklin Shaddy, “Scarcity Cues Versus Social Proof: How Changes to Supply and Demand Shape Valuation.”

SELECTED WORKS IN PROGRESS ([†]graduate student or postdoctoral scholar)

“Bundling Painful Purchases Boosts Purchase Intentions,” with Elizabeth M.S. Friedman*.

“Pricing Insurance, Fairly,” with Eitan Rude[†] and Hal E. Hershfield.

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

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)
2020–2025	Morrison Center for Marketing and Data Analytics Research Grants (total awarded: \$37,595), 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

INVITED TALKS

2026	Harvard University, Harvard Business School University of Pennsylvania, The Wharton School, Marketing Camp
2025	University of Michigan, Ann Arbor, Stephen M. Ross School of Business
2024	Imperial College London, Imperial College Business School Columbia University, Columbia Business School, Marketing Camp Emory University, Goizueta Business School
2023	University of Wisconsin, Madison, Wisconsin School of Business Northwestern University, Kellogg School of Management, Marketing Camp Utah State University, Jon M. Huntsman School of Business, IDEA Conference National University of Singapore, NUS Business School
2022	Duke University, Fuqua School of Business Cornell University, SC Johnson College of Business, Marketing Young Scholars Research Camp University of California, San Diego, Rady School of Management Northwestern University, Kellogg School of Management, Behavioral Brownbag
2021	Texas A&M University, Mays Business School, New Beginnings Symposium University of Florida, Warrington College of Business University of Georgia, Terry College of Business Columbia University, Institute for Social and Economic Research and Policy
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

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)

“Pricing Insurance, Fairly”

- *Society for Judgment and Decision Making* (2025), Denver, CO

“Scarcity Cues Versus Social Proof: How Supply and Demand Shape Valuation”

- *Society for Judgment and Decision Making* (2025), Denver, CO

“The Psychology of Profit: Asymmetric Beliefs About How Revenues and Expenses Affect the Bottom Line”

- *Society for Judgment and Decision Making* (2025), Denver, CO
- *Association for Consumer Research* (2025), Washington, DC

“When the Rent is Too Damn High: Why People Prefer Demand- Versus Supply-Side Policy Solutions to Scarcity”

- *Society for Judgment and Decision Making* (2025), Denver, CO*
- *Association for Consumer Research* (2025), Washington, DC*
- *Behavioral Science & Policy Association* (2025), virtual*
- *Society for Consumer Psychology* (2025), Las Vegas, NV

“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”

- *Asia-Pacific Association for Consumer Research* (2024), Bali, Indonesia
- *Behavioral Decision Research in Management* (2024), Chicago, IL

- *Society for Consumer Psychology* (2024), Nashville, TN
- *Colorado Winter Conference on Marketing and Cognition* (2024), Steamboat Springs, CO
- *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”

- *Judgment and Decision-Making Winter Symposium* (2024), Snowbird, UT
- *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

“Fairness Perceptions in Demographic 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*

“The Psychology of Unfair Competition: Technological Disruption and Fixed-Cost Neglect”

- *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*

MENTORSHIP AND ADVISING (placement)

Postdoctoral Scholars

- Maria Giulia Trupia (New York University, Leonard N. Stern School of Business)

Dissertation Committee Co-Chair

- Eitan Rude

Dissertation Committee Member

- Ipek Demirdag (Meta)
- Daniel Mirny (IESE Business School)
- David Dolifka (University of Utah, David Eccles School of Business)
- Malena de la Fuente (Vanguard)
- Tayler Bergstrom (Murphy Research)

PROFESSIONAL SERVICE

Editorial Review Board

- *Journal of Marketing Research*

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 Personality and Social Psychology*
- *Journal of the Association for Consumer Research*
- *Management Science*
- *Marketing Science*
- *Motivation Science*
- *Nature Human Behaviour*
- *Organizational Behavior and Human Decision Processes*
- *Psychological Science*

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
 - Winter 2026 (instructor rating: TBD)
 - Winter 2025 (instructor rating: 5.0/5.0)
 - Spring 2024 (instructor rating: 4.7/5.0)
 - Spring 2021 (instructor rating: 4.9/5.0)
- Marketing Management (MGMT411), executive MBA core
 - Winter 2026 (instructor rating: TBD)
 - Winter 2025 (instructor rating: 4.9/5.0)
 - Spring 2024 (instructor rating: 4.9/5.0)

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