

# Stephanie Y. Chen

University of Chicago Booth School of Business  
5807 S Woodlawn Rd ▪ Chicago, IL 60637  
Phone: (609) 651-1787 ▪ E-mail: stephanie.chen@chicagobooth.edu  
Website: [syc19.github.io](http://syc19.github.io)

## ACADEMIC APPOINTMENTS

### **University of Chicago Booth School of Business**

Aug 2014-present

- Post-doctoral fellow in marketing

## EDUCATION

### **New York University**

Sept 2009-Aug 2014

- Ph.D. in Cognitive Psychology, 2014
- M.A. in Cognitive Psychology, 2012
- Advisor: Dr. Gregory L. Murphy
- Faculty Advisory Committee: Dr. Marjorie Rhodes, Dr. Michael Landy
- Readers: Dr. Jim Uleman, Dr. Adam Alter

### **Princeton University**

Sept 2002-June 2009

- A.B. in Psychology (with distinction, summa cum laude)

## PROFESSIONAL EXPERIENCE

### **ZS Associates, Boston, MA**

Sept 2006-Sept 2009

- Associate Consultant

## HONORS

- McCracken Fellowship, NYU, 2009-2014
- Martin Braine Fellowship Award, Summer 2013
- New York University Dean's Student Travel Grant, 2013
- Diebold Fellowship, UC Berkeley, 2009 (declined)
- Highest Honors in Psychology, Princeton University, 2006
- Sigma Xi Book Award for distinguished senior thesis, Princeton University, 2006
- Elected by faculty to membership in the society of Sigma Xi, Princeton University, 2006
- Summer research grant, Princeton University, 2005

## PUBLICATIONS

- **Chen, S.Y.**, Urminsky, O., & Bartels, D.M. (2016). Beliefs about the causal structure of the self-concept determine which changes disrupt personal identity. *Psychological Science*, 27, 1398-1406.
- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2016). Eyetracking reveals multiple-category use in induction. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 42, 1050-1067.
- **Chen, S.Y.** (2014). Category-based induction with uncertain categories. *Ph.D. thesis, New York University*.

- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2014). Decision making under uncertain categorization. *Frontiers in Psychology: Special Issue on Common Mechanisms in Memory, Reasoning, and Categorization*, 5, 991. doi: 10.3389/fpsyg.2014.00991
- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2014). Implicit and explicit processes in category-based induction: Is induction best when we don't think? *Journal of Experimental Psychology: General*, 143, 227-246.
- Murphy, G.L., **Chen, S.Y.**, & Ross, B.H. (2012). Reasoning with uncertain categories. *Thinking & Reasoning*, 18, 81-117.

### **PEER-REVIEWED CONFERENCE PAPERS**

- **Chen, S.Y.**, Bartels, D.M., & Urminsky, O. (2016). Is the self-concept like other concepts? The causal structure of identity. In Papafragou, A., Grodner, D., Mirman, D., & Trueswell, J. (Eds.), *Proceedings of the 38<sup>th</sup> Annual Meeting of the Cognitive Science Society*. (pp 1727-1732). Austin, TX: Cognitive Science Society.
- Meng, R., **Chen, S.Y.**, & Bartels, D.M. (2015). Reasoning about diverse evidence in preference predictions. In Noelle, D. C., Dale, R., Warlaumont, A. S., Yoshimi, J., Matlock, T., Jennings, C. D., & Maglio, P. P. (Eds.), *Proceedings of the 37<sup>th</sup> Annual Meeting of the Cognitive Science Society*. (pp 1577-1582). Austin, TX: Cognitive Science Society.
- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2013). Eyetracking as an implicit measure of category-based induction. In M. Knauff, M. Pauen, N. Sebanz, & I. Wachsmuth (Eds.), *Proceedings of the 35<sup>th</sup> Annual Conference of the Cognitive Science Society*. (pp 316-321). Austin, TX: Cognitive Science Society.

### **WORKING MANUSCRIPTS (ALL MANUSCRIPTS AVAILABLE UPON REQUEST)**

- \*Meng, R., \***Chen, S.Y.**, & Bartels, D.M. (revision invited *Journal of Consumer Research*). Use of diverse evidence in predictions of preference.
- **Chen, S.Y.**, & Urminsky, O. Not all (brand) changes are made equal: Understanding which changes impact brand loyalty. (under review *Journal of Consumer Research*)
- **Chen, S.Y.**, & Urminsky, O. We are what we think: Representations of the self-concept and identity-based choice. Target journal: *Journal of Marketing Research*
- **Chen, S.Y.**, & Rhodes, M. Pedagogy and category-based induction in 18-month-old infants.

\*Indicates equal authorship

### **BOOK CHAPTERS**

- Molouki, S., **Chen, S.Y.**, Urminsky, O. & Bartels, D.M. (forthcoming). How personal theories of the self shape beliefs about identity continuity. In Lambert, E. & J. Schwenkler (Eds.) *Transformative experiences*. Oxford, England: Oxford University Press.

### **CONFERENCE ORGANIZATION**

- Bartels, D.M., Urminsky, O., and **Chen, S.Y.** (2015). "Interdisciplinary Conference on Personal Identity and Decision Making," Chicago, IL.

## CONFERENCE PRESENTATIONS

- **Chen, S.Y.,** Urminsky, O., & Bartels, D.M. (2016, Nov). The Self-Concept and Identity-Based Behaviors: The Role of Causal Beliefs. Poster presented at the Society of Judgment and Decision Making's Annual Conference, Boston, MA.
- **Chen, S.Y.,** Bartels, D.M., & Urminsky, O. (2016, Aug). Is the self-concept like other concepts? The causal structure of identity. Paper presented at the 38th Annual Conference of the Cognitive Science Society, Philadelphia, PA.
- **Chen, S.Y.,** Bartels, D.M., & Urminsky, O. (2016, July). Beliefs about the Causal Structure of the Self-Concept Determine Which Changes Disrupt Personal Identity. Talk presented at the Society for Consumer Psychology Boutique Conference on Identity and Consumption, Chicago, IL.
- **Chen, S.Y.,** Urminsky, O., & Bartels, D.M. (2016, Feb). What is Essential to the Self? The Structure of the Self-Concept. Talk presented at the Society of Consumer Psychology Annual Conference, St Pete Beach, FL.
- **Chen, S.Y.,** Bartels, D.M., & Urminsky, O. (2015, Nov). The Causal Structure of Identity. Poster presented at the Society of Judgment and Decision Making's Annual Conference, Chicago, IL.
- Meng, R., **Chen, S.Y.,** & Bartels, D.M. (2015, Oct). Valuing Dissimilarity: The Role of Diversity in Preference Predictions. Talk presented at Association for Consumer Research North American Conference, New Orleans, LA.
- Meng, R., **Chen, S.Y.,** & Bartels, D.M. (2015, July). Reasoning about Diverse Evidence in Preference Predictions. Talk presented at the Academy of Management Annual Meeting, Vancouver, Canada.
- **Chen, S.Y.** (2015, July). The Effect of Scarcity on Habits. Poster present at the Advances in the Science of Habits Conference, Catalina Island, CA.
- Meng, R., **Chen, S.Y.,** & Bartels, D.M. (2015, July). Reasoning about Diverse Evidence in Preference Predictions. Poster accepted for presentation at the annual meeting of the Cognitive Science Society, Pasadena, CA.
- **Chen, S.Y.,** Bartels, D.M., & Urminsky, O. (2015, May). The Structure of Personal Identity. Poster presented at the Interdisciplinary Conference on Personal Identity and Decision Making. Chicago, IL.
- Meng, R., **Chen, S.Y.,** & Bartels, D.M. (2014, November). Valuing dissimilarity: The role of diversity in preference predictions. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.  
\*Winner of the Best Student Poster Award
- **Chen, S.Y.,** Ross, B.H., & Murphy, G.L. (2013, November). Eyetracking reveals multiple category use in induction. Poster presented at the annual meeting of the Psychonomics Society, Toronto, Canada.
- **Chen, S.Y.,** Ross, B.H., & Murphy, G.L. (2013, July). Eyetracking as an implicit measure of category-based induction. Paper presented at the 35th Annual Conference of the Cognitive Science Society, Berlin, Germany.
- **Chen, S.Y.,** Liebensohn, P., Rhodes, M., & Gelman, S. (2013, April). The role of within-category variability in inductive learning across childhood. In J. D. Coley & K. Tanner (Chairs), *Intuitive Concepts Versus Biological Science: The Case of Evolution*. Symposium conducted at the biennial meeting of the Society for Research in Child Development, Seattle, Washington.
- **Chen, S.Y.,** & Rhodes, M. (2013, April). The role of pedagogy in infants' category-based induction. Poster presented at the annual meeting of the Society for Research in Child Development, Seattle, Washington.

- **Chen, S.Y.**, Murphy, G.L., & Ross, B.H. (2011, November). Implicit and explicit processes in category-based induction. Poster presented at the annual meeting of the Psychonomics Society, Seattle, Washington.
- **Chen, S.Y.**, Ross, B.H., & Murphy, G.L. (2010, November). Category-based induction in action and thought. Poster presented at the annual meeting of the Psychonomics Society, St. Louis, Missouri.

### **INVITED TALKS**

- ZoomRx, Boston, MA, Academic Talk Series (November 2015)
- University of Chicago, Department of Psychology Seminar (October 2014)

### **TEACHING EXPERIENCE**

- Consumer Behavior (Teaching Assistant, Chicago Booth)
- Marketing Strategy (Teaching Assistant, Chicago Booth)
- Leadership Capital (Teaching Assistant, Chicago Booth Executive Program, Hong Kong)
- Strategies and Processes of Negotiations (Teaching Assistant, Chicago Booth)
- Advanced Negotiations (Teaching Assistant, Chicago Booth)
- Managing in Organizations (Teaching Assistant, Chicago Booth)
- Introduction to Psychology (Head Teaching Assistant, NYU)
- Teaching in Psychology (Teaching Assistant, NYU)

### **SERVICE**

Ad-hoc Reviewer: *Cognition, Cognitive Science, Cognitive Science Society Conference, Journal of Consumer Research, Journal of Experimental Psychology: Learning, Memory, and Cognition, Journal of Experimental Social Psychology, The Quarterly Journal of Experimental Psychology*

### **REFERENCES**

Dr. Daniel Bartels  
Associate Professor  
UChicago Booth School of Business  
5807 S Woodlawn Ave  
Chicago, IL 60637  
[bartels@uchicago.edu](mailto:bartels@uchicago.edu)

Dr. Oleg Urminsky  
Professor  
UChicago Booth School of Business  
5807 S Woodlawn Ave  
Chicago, IL 60637  
[oleg.urminsky@chicagobooth.edu](mailto:oleg.urminsky@chicagobooth.edu)

Dr. Gregory Murphy  
Professor  
New York University  
6 Washington Place, 8<sup>th</sup> Floor  
New York, NY 10003  
[gregory.murphy@nyu.edu](mailto:gregory.murphy@nyu.edu)

Dr. Ann McGill  
Professor  
UChicago Booth School of Business  
5807 S Woodlawn Ave  
Chicago, IL 60637  
[ann.mcgill@chicagobooth.edu](mailto:ann.mcgill@chicagobooth.edu)

Dr. Brian H. Ross  
Dean of Social Sciences  
Minerva Schools at Keck Graduate Institute  
1145 Market St.  
San Francisco, CA 94103  
[bross@minerva.kgi.edu](mailto:bross@minerva.kgi.edu)