

Ye Li

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Positions

Associate Professor of Management (with tenure)	2022 –
Assistant Professor of Management (<i>off tenure clock 2015, 2017, 2020</i>)	2012 – 2022
School of Business, University of California, Riverside	
Visiting Scholar (on sabbatical)	August 2022 –
College of Technology Management, National Tsing Hua University	July 2023
College of Management, National Yang Ming Chiao Tung University	
Visiting Scholar (on sabbatical)	Fall 2015
Booth School of Business, University of Chicago	
Postdoctoral Research Scholar	2009 – 2012
Center for Decision Sciences, Graduate School of Business, Columbia University	

Education

<i>University of Chicago Booth School of Business</i>	2004-2009
M.B.A., Ph.D., Behavioral Science	
Foci: Judgment and Decision Making, Consumer Behavior, Organizational Behavior	
Dissertation: <i>Responsibility towards others and its effect on motivation</i>	
<i>California Institute of Technology</i>	2001-2004
B.S., Cum Laude (highest honors), Business Economics & Management	
B.S., Cum Laude (highest honors), Electrical Engineering	

Research Interests

Judgment and decision making; intertemporal choice and the role of time in decision making; financial decision making; the psychology of human-AI collaboration

Journal Publications (*student* coauthors italicized; all DOI and press links are clickable)

1. **Li, Ye**, Cade Massey, and George Wu. (2025) "Learning to detect change: an experimental investigation." *Experimental Economics*, 1-26 [IF: 2.3]. <https://doi.org/10.1017/eec.2024.9>
2. *Mansell, Wade S.*, **Ye Li**, and David Hardisty [equal first authors] (2024). "Assessing patience and predictivity validity for mixed sign intertemporal choices." *Judgment and Decision Making* [IF: 2.5], 19(e30). <https://doi.org/10.1017/jdm.2024.30>

3. Bartels, Daniel M., **Ye Li**, and *Soaham Bharti* (2023). “How well do laboratory-derived estimates of time preference predict real-world behavior? Comparisons to four benchmarks.” *Journal of Experimental Psychology: General* [IF: 4.1], 152(9), 2651-2665. <https://doi.org/10.1037/xge0001380>
4. **Li, Ye**, Antonia Krefeld-Schwalb, *Daniel Wall*, Eric J. Johnson, Olivier Toubia, and Daniel M. Bartels (2022). “The More You Ask, the Less You Get: When Additional Questions Hurt External Validity.” *Journal of Marketing Research* [IF: 5.1], 59(5), 963-982. <https://doi.org/10.1177/002224372111073581>
5. *Jie, Yun* and **Ye Li** (2022). [author order alphabetical] “Chronological Cues and Consumers’ Preference for Mere Newness.” *Journal of Retailing* [IF: 5.9], 98(3), 527-541. <https://doi.org/10.1016/j.jretai.2021.11.003>
6. *Sugarman, Eli R.*, **Ye Li**, and Eric J. Johnson (2021). “Local Warming is Real: A Meta-Analysis of the Effect of Recent Temperature on Climate Change Beliefs.” *Current Opinion in Behavioral Sciences* [IF 4.0], 42(12), 121-126. DOI: [10.1016/j.cobeha.2021.04.015](https://doi.org/10.1016/j.cobeha.2021.04.015)
7. **Li, Ye**, Jie Gao, *Zeynep Enkavi*, Lisa Zaval, Elke U. Weber, and Eric J. Johnson (2015). “Sound credit scores and financial decisions despite cognitive aging.” *Proceedings of the National Academy of Sciences* [IF 9.5], 112(1), 65-69. DOI: [10.1073/pnas.1413570112](https://doi.org/10.1073/pnas.1413570112)
 - Selected press: [Barron’s](#), [Consumer Affairs](#), [Kiplinger](#), [Munich Eye](#), [NASDAQ](#), [Press Enterprise](#), [Sarasota Herald Tribune](#), [Science 2.0](#), [Science Daily](#), [TIME](#), [U.S. News & World Report](#), [USA Today](#)
8. Lerner, Jennifer S., **Ye Li**, Piercarlo Valdesolo, Karim Kassam (2015). “Emotion and Decision Making.” *Annual Review of Psychology* [IF 22.8], 66, 799-823. DOI: [10.1146/annurev-psych-010213-115043](https://doi.org/10.1146/annurev-psych-010213-115043)
9. DeSteno, David, **Ye Li**, *Leah Dickens*, and Jennifer S. Lerner (2014). “Gratitude: A Tool for Reducing Economic Impatience.” *Psychological Science* [IF 7.0], 25(6), 1262-1267. DOI [10.1177/0956797614529979](https://doi.org/10.1177/0956797614529979)
 - Selected press: [Bloomberg](#), [Boston Globe](#), [BPS](#), [CBS](#), [Fast Company](#), [Forbes](#), [Harvard Business Review](#), [Huffington Post, Inc.](#), [MSN Money](#), [New York Times](#), [Redbook](#), [Today](#)
10. **Li, Ye**, *Martine Baldassi*, Eric J. Johnson, and Elke U. Weber (2013). “Complementary Cognitive Capabilities, Economic Decisions, and Aging.” *Psychology & Aging* [IF 2.9], 28(3), 595-613 [Lead Article]. DOI [10.1037/a0034172](https://doi.org/10.1037/a0034172)
 - Selected press: [AARP](#), [APS Observer](#), [Chicago Tribune](#), [Daily Mail](#), [Freakonomics](#), [Men’s Health](#), [PBS](#), [Psychology Today](#), [U.S. News & World Report](#), [Yahoo! Health](#)
11. Lerner, Jennifer S., **Ye Li**, and Elke U. Weber (2013). “The Financial Cost of Sadness.” *Psychological Science* [IF: 7.0], 24(1), 72-79. DOI [10.1177/0956797612450302](https://doi.org/10.1177/0956797612450302)
 - Selected press: [Boston Globe](#), [Chicago Tribune](#), [CNN](#), [Consumerist](#), [Daily Telegraph](#), [Forbes](#), [Fox News](#), [Globe and Mail](#), [Huffington Post, Inc.](#), [LifeHacker](#), [Psychology](#)

Today, Redbook, Salon, U.S. News and World Report, Wall Street Journal, Women's Health

12. **Li, Ye**, Eric J. Johnson, and *Lisa Zaval* (2011). "Local Warming: Daily Temperature Deviation Affects Beliefs and Concern about Climate Change." *Psychological Science* [IF 7.0], 22(4), 454-459. DOI [10.1177/0956797611400913](https://doi.org/10.1177/0956797611400913)
 - Selected press: [ABC Science](#), [Daily India](#), [Discovery News](#), [Fast Company](#), [Forbes](#), [Grist](#), [LiveScience](#), [MSNBC](#), [New York Times](#), [NSDL](#), [Planet Save](#), [Psychology Today](#), [Scientific American](#), [Sydney Morning Herald](#), [TIME](#), [Wall Street Journal](#)
13. **Li, Ye** and Nicholas Epley (2009). "When the best appears to be saved for last: Serial position effects on choice." *Journal of Behavioral Decision Making* [IF 2.1], 22(4), 378-389. DOI [10.1002/bdm.638](https://doi.org/10.1002/bdm.638)

Peer-Reviewed Book Chapters

14. Zaval, Lisa, **Ye Li**, Eric J. Johnson, and Elke U. Weber (2015). "Complementary Contributions of Fluid and Crystallized Intelligence to Decision Making Across the Life Span." In T.M. Hess, J. Strough, & C.E. Löckenhoff (Eds.), *Aging and Decision-Making: Empirical and Applied Perspectives* (p.149-168), Academic Press. DOI: [10.1016/B978-0-12-417148-0.00008-X](https://doi.org/10.1016/B978-0-12-417148-0.00008-X)

Other Publications (student, pedagogical, etc.)

15. Yueh, Rich, Jonathan Lim, **Ye Li**, and *Rasam Dorri* (2025). "Balancing speed and experience: the cognitive and affective impacts of playback acceleration in digital media consumption." *Frontiers in Psychology*, Volume 16, November 2025. <https://doi.org/10.3389/fpsyg.2025.1664580>
16. *Salloum, Marah* and **Ye Li** (2025). "Anxiety Effects on Decision Making by College Students." *UCR Undergraduate Research Journal*, Volume XIX, p.101-108.
17. Fišar, Miloš, Ben Greiner, Christoph Huber, Elena Katok, Ali Ozkes, and **Management Science Reproducibility Collaboration** (2024). "Reproducibility in Management Science." *Management Science*, 70(3), 1343-1356. <https://doi.org/10.1287/mnsc.2023.03556> (Note: Member of the Management Science Reproducibility Collaboration)
18. *Huang, Helen* and **Ye Li** (2023). "Less is Less: Fast Ad Delivery Undermines Impact." *University of California Riverside Undergraduate Research Journal*, Volume XVII, 57-66.
19. *Ghabour, Mira* and **Ye Li** (2015). "Body Perceptions and Naturalness." *University of California Riverside Undergraduate Research Journal*, Volume IX, 47-53.
20. **Li, Ye** and Claus O. Wilke (2004). "Digital evolution in time-dependent landscapes." *Artificial Life* [IF: 1.930], 12(2), 123-134. DOI [10.1162/106454604773563559](https://doi.org/10.1162/106454604773563559)

Under Review and Working Papers (current or former *student* coauthors italicized)

- *Jie, Yun* and *Ye Li*. “[Discounting for past options.](#)” Under review, *Judgment and Decision Making* [IF: 2.5].
- *Lim, Jonathan, Rich Yueh, Ye Li, and Rasam Dorri*. “[‘Nudging’ Faster Learning: Using A Behavioral Intervention to Help Students Save Time and Learn Efficiently.](#)” Under review, *Journal of Marketing Education* [IF: 4.2].
- *Moritz Jörling, Ye Li, and Meng Zhu*. “[The Complementarity Dilemma in AI Collaborations: Evidence from Incentive-Compatible Studies.](#)” In prep, *Management Information Systems Quarterly* [IF: 7.3].
- *Dorri, Rasam, Rami Zwick, and Ye Li*. “[When AI Says Sorry: Perceived Mind, Not Emotional Words, Shapes Consumer Responses to AI Apologies.](#)” In prep, *Journal of Consumer Psychology* [IF: 4.6]
- *Shen, Hang* and *Ye Li*. “[Accidentally Bayesian: Preference similarity effects on advice taking.](#)” In prep, *Organizational Behavior and Human Decision Processes* [IF: 4.6].
- *Li, Ye, Lisa Zaval, and Eric J. Johnson*. “[Older and Wiser: Older consumers exhibit less future anhedonia.](#)” In prep, *Organizational Behavior and Human Decision Processes* [IF: 4.6].
- *Li, Ye*. “[Incentivizing Workers Using Prosocial Motivations.](#)” In prep, *Academy of Management Journal* [IF: 10.5].
- *Li, Ye, Daniel M. Bartels, and George Wu*. “[A pairwise-comparison model of intuitive probabilistic inference.](#)” In prep, *Cognition* [IF: 3.4].
- *Zhang, Yan, Ye Li, and Ting Zhu* (first two author order determined randomly). “[How multiple anchors affect judgment: Evidence from the lab and eBay.](#)” In prep, *Journal of Consumer Psychology* [IF: 4.6]

Select Research in Progress

- “How do consumers reach to firms using AI to save time vs. money?” (with An Tran)
- “Do people blame themselves with AI advice goes wrong?” (with Siya Madan)
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- “Perspective-taking in strategic interactions.” (with Reid Hastie)
- “YOLO or YODO? Mortality salience interacts with self-esteem to affect patience”
- “Sorry but... Pre-apologizing for interpersonal offenses.” (with Jane L. Risen)

Select Peer-Reviewed Conference Presentations (*students in italics*)

AoM = Academy of Management, *ACR* = Association for Consumer Research, *BDRM* = Behavioral Decision Research in Management, *SJDM* = Society for Judgment and Decision Making, *SCP* = Society for Consumer Psychology

- Can an AI Be Sorry? Ameliorating the Human-AI Gap in Customer Service Apologies

- *Production and Operation Management Society*, Reno, May 2026 (invited talk presented by *Rasam Dorri* as part of *Transforming POM with AI* invited session)
- *SJDM*, Denver, November 2025 (poster presented by *Rasam Dorri*)
- *Fisher AI in Business Conference*, Columbus, Ohio, October 2025 (talk presented by *Rasam Dorri*)
- Complementary Dilemma: People Undervalue Complementarity in AI Collaborations
 - *European Marketing Academy*, Bath, UK, June 2026 (Part of session: “Understanding Creativity in the Age of AI”; talk presented by Moritz Joerling)
 - *NSF Workshop on Human-AI Complementarity for Decision Making*, Carnegie-Mellon University, September 2025
 - *SCP*, Las Vegas, March 2025 (talk presented by Meng Zhu)
 - *ACR*, Paris, Sept. 2024 (Part of session we chaired: “Unlocking Synergy: Exploring Dimensions of Human-AI Collaborations”; talk presented by Moritz Joerling)
 - Wharton *Business & Generative AI* Conference, San Francisco, Sept. 2024
 - *AMA CBSIG*, Vienna, Austria, July 2024 (talk presented by Moritz Joerling)
 - *Marketing Science*, Sydney, Australia, June 2024 (talk presented by Meng Zhu)
 - *BDRM*, Chicago, June 2024
 - Wharton *AI and the Future of Work*, Philadelphia, May 2024 (lightning talk presented by Meng Zhu)
 - *Winter JDM Symposium*, Snowbird, Utah, Jan 2024 (talk presented by Meng Zhu)
- Affective Forecasting Improves Across the Life Span
 - *ACR*, Seattle, October 2023 (Part of session: “Understanding Aging Consumers from Different Perspectives”)
 - *ACR*, San Diego, October 2017
 - *APA*, Boston, May 2017 (talk presented by *Lisa Zaval*)
 - *SJDM*, Boston, November 2016 (talk presented by *Lisa Zaval*)
- How well do laboratory-derived estimates of time preference predict real-world behaviors? Comparisons to four benchmarks
 - *Boulder Conference on Consumer Financial Decision Making*, May 2023 (presented by Dan Bartels)
 - *SJDM*, San Diego, November 2022
 - *ACR*, Denver, October 2022 (Part of session: “Predicting consumer behavior with elicited preferences: Challenges and Advances”)
 - *Society for the Quantitative Analyses of Behavior*, Chicago, May 2019 (presented by Dan Bartels)
- No pain no gain: Lose-now-gain-later intertemporal choice questions better predict self-care behaviors

- *ACR*, Denver, October 2022 (Part of session: “Predicting consumer behavior with elicit preferences: Challenges and Advances”)
- *SJDM*, Montreal, November 2019 (presented by *Wade Wade*)
- *ACR*, Atlanta, October 2019 (presented by *Wade Wade*)
- *The Ideas Conference*, Atlanta, June 2017 (presented by David Hardisty)
- Mere Newness Preferences
 - *International Forum of Marketing Science and Application*, Guangzhou, China, June 2019 (talk presented by Yun Jie—won first prize Consumer Behavior track)
 - *ACR*, Berlin, October 2016 (presented by *Yun Jie*)
 - *BDRM*, Toronto, June 2016 (presented by *Yun Jie*)
 - *Yale Whitebox Advisors Graduate Student Conference*, New Haven, May 2016 (talk presented by *Yun Jie*)
 - *CogSci (Annual Meeting of the Cognitive Science Society)*, Pasadena, July 2015 (poster presented by *Yun Jie*)
 - *JDM Preconference at the Society for Personality and Social Psychology*, Long Beach, February 2015 (poster presented by *Yun Jie*)
- Is advice taking Bayesian? Preference similarity effects on advice-taking
 - *BDRM*, Boston, June 2018
 - *Subjective Probability, Utility And Decision Making*, Haifa, August 2017 (presented by *Hang Shen*)
 - *ACR*, New Orleans, October 2015 (presented by *Hang Shen*)
 - *AoM*, Vancouver, August 2015
 - *Edwards Bayesian Conference*, Fullerton, March 2015 (presented by *Hang Shen*)
 - *SJDM*, Long Beach, November 2014 (presented by *Hang Shen*)
 - *ACR*, Chicago, October 2013 (poster presented by *Hang Shen*)
- Prosocial incentives
 - *ACR*, San Diego, October 2017
 - *AoM*, Orlando, August 2013
 - *BDRM*, Boulder, CO, June 2012
 - *Economic Science Association International Meeting*, Chicago, July 2011
- A Finite Pool of Worry
 - *SJDM*, Boston, November 2016 (poster presented by *Brian Huh*)
 - *ACR*, Berlin, October 2016 (poster presented by *Brian Huh*)
- Cognitively Optimized Measurement of Preferences (COMP)
 - *SJDM*, Boston, November 2016 (talk presented by *Daniel Wall*)
 - *ACR*, Berlin, October 2016
 - *BDRM*, Toronto, June 2016 (talk presented by *Daniel Wall*)

- *SJDM*, Chicago, November 2015 (poster presented by *Daniel Wall*)
- Sound financial decisions and cognitive aging
 - *Association for Psychological Science: Preconference on Advancing Behavioral and Social Research*, Chicago, May 2016 (invited panel)
 - *Choice Symposium*, Lake Louise, May 2016 (invited symposium)
 - *Subjective Probability, Utility And Decision Making*, Budapest, August 2015 (presented by Eric Johnson)
 - *Behavioral Science & Policy Conference*, NYC, June 2015
 - *CFPB Research on Consumer Finance Conference*, Washington, DC, May 2015
 - *SJDM*, Long Beach, November 2014
 - *ACR*, Baltimore, October 2014
 - *Boulder Conference on Consumer Financial Decision Making*, May 2014 (poster)
- Sadder but not wiser: The financial costs of sadness
 - *SCP* at American Psychological Association, Honolulu, July 2013
 - *SJDM*, Minneapolis, November 2012
 - *ACR*, Vancouver, October 2012
 - *SCP*, Las Vegas, February 2012
- Overcoming the annuity paradox
 - *BDRM*, Boulder, June 2012
- Cognitive aging and economic decision making
 - *ACR*, St. Louis, October 2011
 - *Boulder Conference on Consumer Financial Decision Making*, June 2011
- Under- and overreaction to change in an experimental asset market
 - *SJDM*, St. Louis, November 2010
 - *Economic Science Association Asia-Pacific Meeting*, Shanghai, August 2007
- A pairwise-contrast model of intuitive probabilistic inference
 - *SJDM*, Boston, November 2009
 - *Midwestern Psychological Association*, Chicago, May 2009
- Learning to detect change
 - *AoM*, Chicago, August 2009
- How multiple anchors affect judgment: Evidence from the lab and eBay
 - *ACR*, Pittsburgh, October 2009 (presented by fellow student co-author)
 - *SJDM*, Chicago, November 2008
 - *Marketing Science*, Vancouver, June 2008

- Strategic perspective-taking: When wearing others' shoes lets you walk more steps
 - *BDRM*, San Diego, April 2008
- When the best is saved for last: Serial position effects on choice
 - *SJDM*, Houston, November 2006
 - *BDRM*, Santa Monica, June 2006 (poster)

Recent Invited Talks

- “People Undervalue Complementarity in Partner Selection: Experimental Evidence on Improving Collaboration” Center for Decision Sciences, Graduate School of Business, Columbia University, November 2024
- “Complementarity Neglect: Do people recognize advantages of (human-AI) complementarity?” Virginia Tech / Johns Hopkins Joint Marketing Seminar, December 2023
- “How well do laboratory-derived estimates of time preference predict real-world behaviors? Comparisons to four benchmarks,” Institute for Service Science, National Tsing Hua University, November 2022
- “You vs. Time: How *present* you sabotages *future* you and how you can do better,” TEDxUCR, May 2022
- “Quality time: Getting the most out of time preferences,” Marketing Research Seminar, University of British Columbia Sauder School of Business, November 2017
- “Argumentum ad Novitatem: Preference for merely newer options,” San Diego Marketing Camp, April 2016
- “Cognitive, affective, and situational determinants of intertemporal choice,” Uncertainty Laboratory, University of California, Los Angeles, April 2015
- “Golden or Graying? Economic decisions and cognitive aging,” Cognitive Brown Bag, University of California, Riverside, January 2015
- “Cognitive aging and decision making,” Planning Meeting on Economic Decision Making in Aging Population, Committee on Population, Washington, DC, August 2014.
- “Is older wiser? Financial decisions across the lifespan,” Citizens University Committee, Riverside, March 2014
- “Is older wiser? Does age bring wisdom or senility?” Osher LIFE Lecture Series, Riverside, February 2014
- “What makes you so impatient and how to stop it,” UCR Gift Planning Advisory Board, Riverside and Palm Desert, two talks on October 24th and 25th, 2013
- “Cognitive and emotional determinants of temporal discounting,” UC/USC Marketing Colloquium, University of California, Irvine, April 2013

Grants

- Enhancing Human-AI Collaboration by Reducing Complementarity Neglect
Committee on Research (CoR) Grant \$2,000
Principle Investigator 2025-2027
- UCR Healthy Eating Choice Architecture Competition
Health Campus Initiative, University of California, Riverside \$1,000
Principle Investigator 2019-2021
- Benefits and costs of faster playback of video and audio
Regents' Faculty Development Award, University of California, Riverside \$3,250
Principle Investigator 2018-2021
- Scientific Research Network on Decision Neuroscience and Aging
Network grant to support dissemination and training activities related to the emerging
multidisciplinary science of decision making and aging.
National Institute on Aging (R24-AG054355) \$1.46 million
Co-Director/Co-Investigator (PI: Greg Samanez-Larkin) 2016-2021
- How can people become lastingly more humble? Development of a long-term humility-
boosting program.
John Templeton Foundation (58430) \$414,979
Collaborator (PI: Sonja Lyubomirsky) 2015-2018
- Evaluate the effectiveness of learning by playing in the undergraduate business
curriculum.
Faculty Instructional Innovation Grant, University of California, Riverside \$4,800
Co-PI (PI: Rami Zwick) 2016
- Whether and when patience levels determine real-world intertemporal choices
Regents' Faculty Fellowship, University of California, Riverside \$4,000
Principle Investigator 2014-2016
- Cognitive capabilities, decision-making ability, and financial outcomes across the lifespan
National Endowment for Financial Education (5236) \$164,997
Principle Investigator 2012-2014
- Cognitive and emotional sources of wisdom in decision making across the lifespan
National Institute on Aging (1R01AG044941) \$320,000
Co-Investigator (PI: Eric Johnson; I wrote proposal but was a postdoc) 2012-2014

Selected Awards and Honors

- UCR [Merino Endowed Innovation Award](#) 2026
- UCR [Academy of Distinguished Teaching](#) – Innovative Teaching Award 2025

- UCR School of Business [Golden Apple Award for Teaching Excellence](#) (only eligible to win every 6 years)
 - 2022 – Best MBA Elective
 - 2017, 2024 – Best Undergrad Business Elective
- *Journal of Consumer Psychology* – Outstanding Reviewer Award 2023, 2025
- UCR Academy of Distinguished Teaching 2021 (one of first two business inductees)
- [Poets & Quants Best 40 under 40 Professors](#) 2020
- UCR Highlander – R'Guide Favorite School of Business Administration Professor 2014
- Katherine Dusak Miller PhD Fellowship 2008-2009
- Hillel Einhorn Memorial Fellowship 2007-2009
- University of Chicago Graduate School of Business Fellowship 2004-2008
- Caltech Carnation Merit Scholarship (full) 2003-2004
- National Merit Scholar 2001
- Valedictorian, Adlai E. Stevenson High School Class of 2001

Professional Affiliations and Service

- Affiliations:
 - ACR (Association for Consumer Research)
 - SJDM (Society for Judgment and Decision Making)
 - Occasionally: AOM (Academy of Management), SCP (Society for Consumer Psychology), BSPA (Behavioral Science & Policy Association), ESA (Economic Science Association)
- Associate Editor
 - *Journal of Behavioral Decision Making* 2026 - present
- Editorial Review Board
 - *Journal of Consumer Psychology* 2021 – present
 - *Journal of Behavioral Decision Making* 2024 - 2026
- Ad hoc reviewer
 - Premier Journals: *Journal of Consumer Research, Journal of Marketing Research, Journal of Personality and Social Psychology, Management Science, Nature Human Behaviour, Organizational Behavior and Human Decision Processes, Organizational Science, Psychological Science, Science, Strategic Management Journal*

- Psychology Journals: *Cognition, Current Directions in Psychological Science, Emotion, Frontiers in Psychology, Journal of Experimental Social Psychology, Journal of Risk and Uncertainty, Judgment and Decision Making, Motivational Science, Personality and Individual Differences, Nature Reviews Psychology, Political Psychology, Psychological Methods, Psychology and Aging, Psychology of Consciousness, Social Psychological and Personality Science*
- Other Journals: *Behavioral Science & Policy, Climatic Change, Climatic Change Letters, Ecopsychology, Experimental Economics, Food Policy, Journal of Consumer Marketing, Journal of Economic Psychology, Journal of Intelligence, Journal of Risk Research, Nature Climate Change, PLoS ONE, Research on Aging, Theory and Decision*
- Conferences: ACR (working papers), AOM (competitive papers), SCP (working papers), SJDM (papers, posters), BDRM (papers)
- Other:
 - John A. Howard/AMA Doctoral Dissertation Award (2023, 2024)
 - INFORMS Behavioral Operations Management Best Working Paper (2026)
- Grant Proposals: NSF DRMS (Decision, Risk, and Management Science)
- University service, University of California, Riverside
 - Living Lab Program Oversight Committee 2025-
 - University Committee on Research 2025-2028
 - Undergraduate Research Symposium Poster Judge 2024-
 - [Undergraduate Research Journal Faculty Advisory Board](#) 2023-
 - University Committee on Academic Integrity, 2017-
 - [First-Generation Mentorship Program](#) 2024-2025
 - [Endowment Weapons Divestment Taskforce](#) 2024-2025
 - Campus Sustainability Committee 2023-2025
 - [Academy of Distinguished Teaching](#) (active member) 2021-2025
 - Faculty/Staff Wellness Ambassador, 2018-2023
 - *Integrated Approach to Improve Aging* cluster recruiting committee, 2015-2016
 - Senate Committee on Scholarship & Honors, 2013-2016
- School of Business service, University of California, Riverside
 - Management faculty recruiting committee, 2012-2015, 2018-2023, 2025
 - Management PhD admissions committee 2019, 2023
 - Management Adjunct Professor recruiting committee, 2019-2020
 - Marketing Professor of Teaching recruiting committee, 2017-2018

- Graduate Programs committee, 2016-2018
- Management Professor of Teaching recruiting committee, 2016-2017, 2022
- *Experimental Business Research* cluster recruiting committee, 2015-2017
- Marketing/Management PhD admissions committee, 2014-2016, 2018
- Scholarship committee, 2014, 2018
- Marketing faculty recruiting committee, 2012-2015, 2019-2020
- Undergraduate Program committee, 2012-2014
- Doctoral student advising (initial placement)
 - Henry (Hang) Shen (IÉSEG School of Management - Paris) – Dissertation chair
 - Joseph (Yun) Jie (SolBridge International School of Business) – Dissertation chair
 - Yasar Numan Aksanyar (Uludag University)
 - Alyssa Wicker (Desert Foothills Digital Marketing) – Dissertation chair
 - Ziyi Zhang (Postdoc – Hong Kong Polytechnical University)
- Service to Professional Organizations
 - SJDM Diversity and Inclusion Committee 2024-2026
 - The Tenure Project – Mentor 2024-2025
 - AMA John A. Howard Doctoral Dissertation Award Committee 2023-2025
 - SJDM Single-blind versus double-blind review taskforce 2019-2020
- Organizer, Columbia University, Center for Decision Sciences Speaker Series 2009-2012

Teaching Experience

University of California, Riverside (average rating is 4.1 out of 5; new rating system 2026)

- *Judgment and Decision Making* (BUS 143)
 - Fall 2012 (ratings 4.3 and 4.4), Winter 2013 (4.6), Winter 2014 (4.7 and 4.8), Fall 2014 (4.7 and 4.8), Winter 2016 (4.8 and 4.7), Spring 2017 (4.6 and 4.7; Golden Apple Award – Best Elective Class), Winter 2018 (4.9 and 4.8), Spring 2018 (4.8 and 4.7), Winter 2019 (4.7 and 4.7), Spring 2019 (4.9 and 4.6), Winter 2020 (4.8 and 4.8), Spring 2020 (4.7), Winter 2021 (4.6 and 4.7), Spring 2021 (4.7), Winter 2022 (4.8 and 4.8), Spring 2022 (4.7), Fall 2023 (4.7), Winter 2024 (4.9 and 4.7), Winter 2025 (4.9 and 4.8), Spring 2025 (4.6), Winter 2026 (new rating system), Spring 2026
- *Managerial Decision Making* (MGT 216) – New course I proposed and designed
 - Spring 2020 (4.8), Spring 2021 (4.5), Spring 2022 (4.8), Fall 2023 (4.8), Spring 2025 (4.9), Spring 2026 (new rating system), Fall 2026
- *Micro Organizational Behavior Seminar* (MGT 289A) – PhD seminar
 - Spring 2018 (5.0)