

FRANKLIN SHADDY

UCLA Anderson School of Management
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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 Anuj K. Shah (in press), “Deciding Who Gets What, Fairly,” *Journal of Consumer Research*.

Shaddy, Franklin, and Ayelet Fishbach (in press), “Eyes on the Prize: The Preference to Invest Resources in Goals Over Means,” *Journal of Personality and Social Psychology*.

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 Leonard Lee, “Exposure to Price Promotions Causes Impatience.”

Shaddy, Franklin, Ayelet Fishbach, and Itamar Simonson, “Finding the Middle Ground: How the Compromise Effect, Balancing, and Variety Seeking Are Psychologically Linked.”

Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach, “The Preference for Simultaneity: When Different Events Happen to Different People at the Same Time.”

SELECTED WORKS IN PROGRESS

“The Preference for Markets,” with Anuj K. Shah.

“Tradeoffs in Choice,” with Ayelet Fishbach and Itamar Simonson.

“Technology and Fairness in Markets,” with Alix Barasch and Amit Bhattacharjee.

“Liking and Impatience,” with Annabelle Roberts, Ayelet Fishbach, and Alex Imas.

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, and Itamar Simonson (2016), “How and When Consumers Make Tradeoffs,” *Association for Consumer Research*, Berlin (Germany).

CONFERENCE PRESENTATIONS

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), “The Preference for Simultaneity: When Different Events Happen to Different People at the Same Time,” *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).

INVITED TALKS

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 Summer Analyst, JPMorgan Chase & Co., New York, NY, 2008