

GÜLDEN ÜLKÜMEN
Curriculum Vitae – December 2024

University of Southern California
Marshall School of Business
3660 Trousdale Parkway
Los Angeles, CA 90089-0443

Office: HOH 315
Phone: (213) 740-3852
Fax: (213) 740-7828
Email: ulkumen@marshall.usc.edu

EDUCATION

Ph.D., Marketing, May 2007
Leonard N. Stern School of Business, New York University

Master of Business Administration, 2001
Koç University, Istanbul, Turkey (*Full merit scholarship*)

Bachelor of Science in Naval Architecture and Ocean Engineering, 1998
Istanbul Technical University, Istanbul, Turkey (*First in graduation ranking*)

ACADEMIC POSITIONS

2016—Present	Associate Professor of Marketing, University of Southern California
2024	Visiting Scholar, UCLA Anderson School of Business (Fall 2024)
2018	Visiting Scholar, UCLA Anderson School of Business (Spring 2018)
2007—2016	Assistant Professor of Marketing, University of Southern California

RESEARCH INTERESTS

- Consumer uncertainty
- Consumer financial decision making
- Framing and presentation of information
- Categorization

HONORS AND AWARDS

2024	Member of the Academic Council, USC Schaeffer Behavioral Science and Policy Initiative
2022	USC IORB Grant in the amount of \$20,000
2022	Inaugural Marshall Leadership Fellow, USC Marshall School
2022	AE, Society for Consumer Psychology Conference
2020	USC Research Collaboration Fund Award, <i>Behavioral Science and Well-being Policy</i> , Co-PI, \$30,000
2020	UCLA Price Center research grant in the amount of \$9,930
2018	Winner, Decision Analysis Society Best Publication Award
2017	Doctoral Symposium Faculty, Society for Consumer Psychology
2016	Doctoral Symposium Faculty, Society for Consumer Psychology
2015	Marketing Science Institute (MSI) Young Scholars Program
2014-17	National Science Foundation Grant, Co-Investigator, Award Budget: \$558,000
2014	Doctoral Symposium Faculty, Association for Consumer Research
2009	Google and WPP Marketing Research Grant, Award Budget: \$50,000
2008	Winner, Best Paper Award, American Marketing Association's Advanced Research Techniques (ART) Forum Conference
2006	Milton Reynolds Fellowship, Stern Competitive Funding, New York University
2005	Robert W. Shoemaker Fellowship, New York University
2004	Research Scholarship, Hamburg University, Center for Research on Motivation

PUBLICATIONS

Walters, Daniel J., Gülden Ülkümen, David Tannenbaum, Carsten Erner, and Craig R. Fox (2023) "Investor Behavior Under Epistemic vs. Aleatory Uncertainty," *Management Science*, 69(5), 2761-2777.

Krijnen, Job, Gülden Ülkümen, Jonathan Bogard, and Craig Fox (2022) "Lay Theories of Financial Well-being Predict Political and Policy Message Preferences," *Journal of Personality and Social Psychology*, 122(2), 310-336.

Fox, Craig R. and Gülden Ülkümen (2017). "Comment on Løhre & Teigen: There is a 60% Probability, but I am 70% Certain: Communicative Consequences of External and Internal Expressions of Uncertainty," *Thinking & Reasoning*, 23(4), 483-491.

Tannenbaum, David, Craig R. Fox, and Gülden Ülkümen (2017), "Judgment Extremity and Accuracy under Epistemic versus Aleatory Uncertainty," *Management Science*, 63(2) (February), 497-518.

Isikman, Elif, Deborah MacInnis, Gülden Ülkümen and Lisa Cavanaugh (2016) "The Effects of Curiosity-Evoking Events on Activity Enjoyment," *Journal of Experimental Psychology: Applied*, 22(3), 319-330.

Ülkümen, Gülden, Craig R. Fox, and Bertram F. Malle (2016), "Two Dimensions of Subjective Uncertainty: Clues from Natural Language," *Journal of Experimental Psychology: General*, 145(10), 1280-1297.

- Winner, Decision Analysis Society Best Publication Award

Ülkümen, Gülden and Manoj Thomas (2013) "Personal Relevance and Mental Simulation Amplify the Duration Framing Effect," *Journal of Marketing Research*, 50 (April), 194-206.

Chakravarti, Amitav, Andrew Grenville, Vicki G. Morwitz, Jane Tang, and Gülden Ülkümen (2013), "Malleable Conjoint Partworths: How the Breadth of Response Scales Alters Price Sensitivity," *Journal of Consumer Psychology*, 23 (October), 515-25.*

Fox, Craig R. and Gülden Ülkümen (2011), "Distinguishing Two Dimensions of Uncertainty," in *Essays in Judgment and Decision Making*, Brun, W., Kirkebøen, G. and Montgomery, H., eds. Oslo: Universitetsforlaget.

Ülkümen, Gülden and Amar Cheema (2011), "Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level," *Journal of Marketing Research*, 48 (December), 958-69.*

- Featured in Yahoo Finance (June 2010), The Wall Street Journal Market Watch (December 2011), and Money Magazine (May 2015).

Ülkümen, Gülden, Amitav Chakravarti, and Vicki G. Morwitz (2010), "Categories Create Mindsets: The Effect of Exposure to Broad versus Narrow Categorizations on Subsequent, Unrelated Decisions," *Journal of Marketing Research*, 47 (August), 659-71.*

- Winner, Best Paper Award, American Marketing Association's Advanced Research Techniques (ART) Forum Conference, 2008.

Ülkümen, Gülden, Manoj Thomas, and Vicki G. Morwitz (2008), "Will I Spend More in 12 Months or a Year? The Effect of Ease of Estimation and Confidence on Budget Estimates," *Journal of Consumer Research*, 35 (August), 245-56.

- Featured in the New York Times (March 2008), and U.S. News (August 2010, January 2011, April 2011).

Chakravarti, Amitav, Chris Janiszewski, and Gülden Ülkümen (2006), "The Neglect of Prescreening Information,"

Journal of Marketing Research, 43 (November), 642-53.*

- Winner, Google and WPP Marketing Research Award, 2009 (unrestricted grant of \$50,000 for investigating offline and online media interactions).

* Equal authorship

PAPERS UNDER REVIEW, WORKING PAPERS & SELECTED RESEARCH IN PROGRESS

Minwen Yang, Reyna Wang, Gülden Ülkümen, Claire Tsai, and Carey Morewedge, "Large Language Models Improve Hypothesis Generation by Reducing Effort"

West, Colin, Gülden Ülkümen, Patrycja Arundel, and Craig R. Fox, "Partition Dependence and Consumer Budgeting"

- UCLA Price Center research grant in the amount of \$9,930.

Fox, Craig R., David Tannenbaum, Gülden Ülkümen, Dan Walters, and Carsten Erner, "Attributions of Credit, Blame, and Luck Depend on Perceived Nature of Uncertainty"

Reyna Wang, Gizem Ceylan, and Gülden Ülkümen, "Uncertainty and Attitudes towards Climate Change"

Archer Pan, Manoj Thomas, and Gülden Ülkümen, "A Holistic Model of Consumption and Well-Being"

- USC iORB Grant in the amount of \$20,000

Carney, Stephan and Gülden Ülkümen, "Task Completion Time Estimates Under Epistemic versus Aleatory Uncertainty"

INVITED PRESENTATIONS

- Winter Judgment and Decision Making Symposium, Snowbird, UT, January 2025
- Johns Hopkins University Marketing Seminar Series, December 2024
- Yale Center for Customer Insights, Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 2024
- Payne Symposium, University of Arizona, November 2024
- Psychology of Technology Institute's 8th Annual New Directions in Research on the Psychology of Technology Conference, October 2024
- UCLA Uncertainty Lab, February 2024
- UCLA Uncertainty Lab, January 2024
- Steamboat Colorado Winter Conference on Marketing and Cognition 2024
- 12th Triennial Invitational Choice Symposium, Fontainebleau, France, August 2023
- Tulane University, Marketing Department Speaker Series, March 2023
- Winter Judgment and Decision Making Symposium, Snowbird, UT, January 2023
- Discussant for Roundtable Session on Financial Decision Making, Association for Consumer Research Conference, 2021
- Behavioral Approaches to Financial Decision Making Conference, Chicago Booth, September 2020
- Winter Judgment and Decision Making Symposium, Snowbird, UT, January 2020
- Washington University in Saint Louis, Marketing Seminar Series, September, 2019
- 11th Triennial Invitational Choice Symposium, Chesapeake Bay, MD, May 2019
- Cornell University, Marketing Seminar Series, May 2019.

- Winter Judgment and Decision Making Symposium, Snowbird, UT, January 2019
- INFORMS Conference Decision Analysis Society Best Publication Award Session, Phoenix, AZ, November 2018.
- IDC Herzliya, Marketing Seminar Series, June 2018
- Maastricht University, Marketing & Finance Department Seminar Series, April 2018.
- University of California, Riverside, Management and Marketing Seminar Series, November 2017.
- RMIT University, Melbourne, School of Economics, Finance and Marketing, March 2017.
- Maastricht University, Finance Department Seminar Series, May 2016.
- University of Chicago Booth School of Business, Marketing Workshop, February 2015.
- 2015 MSI Young Scholars Program, Park City, UT, January 2015.
- Koç University, Marketing Area Seminar Series, December 2014.
- Stanford GSB, Marketing Seminar, November 2014.
- University of Toronto, Marketing Seminar, November 2014.
- Duke University, Marketing Area Seminar Series, March 2014.
- INSEAD, Marketing Area Seminar Series, June 2013.
- University of California at San Diego, May 2012.
- University of Arizona, 7th Annual Lisle and Roslyn Payne Research Symposium, October 2011.
- Washington University in St. Louis, Marketing Area Seminar Series, May 2011.
- Koç University, Marketing Area Seminar Series, August 2010.
- University of Southern California, Social Psychology Speaker Series, October 2009.
- LA Regional Marketing Camp, Irvine, California, April 2008.
- Trope Lab, New York University, March 2006.
- Gollwitzer-Oettingen Lab, Hamburg University, Germany, June 2004.
- The University of Illinois Pricing Camp IV, May 2007
- Koç University, November 2006
- Hong Kong University of Science and Technology, November 2006
- University of Chicago, October 2006
- University of Southern California, October 2006
- Harvard Business School, October 2006
- Washington University, October 2006
- Emory University, September 2006
- Rice University, September 2006
- Hamburg University, Psychology Department, Germany, June 2004

REFEREED CONFERENCE PRESENTATIONS

Carney, Steve and Gulden Ulkumen (2025) Unpacking as an Intervention to Improve Time Estimates Under Epistemic vs. Aleatory Uncertainty, Society for Consumer Psychology Conference, February 2025.

Ceylan, Gizem, Reyna Wang and Gulden Ulkumen (2024), "Variants of Uncertainty Predict Environmental Attitudes," Association for Consumer Research Conference, September 2024.

Carney, Steve and Gulden Ulkumen (2024) Unpacking as an Intervention to Improve Time Estimates Under Epistemic vs. Aleatory Uncertainty, Association for Consumer Research Conference, September 2024.

Carney, Steve and Gulden Ülkümen (2024) Completion Time Estimates Under Epistemic versus Aleatory Uncertainty, Society for Consumer Psychology Conference, March 2024 (Student poster presentation)

Carney, Stephan and Güliden Ülkümen (2023), "Completion Time Estimates Under Epistemic and Aleatory Uncertainty." Society for Judgment and Decision Making annual Conference, November, 2023 (Student poster presentation).

Ülkümen, Gulden, Discussant in Special Session: "Navigating Uncertainty: Uncovering the Influence of Uncertainty on Consumer Trust," Association for Consumer Research Conference October, 2023.

Ülkümen, Gulden, Presenter in Round Table: "Shaping Consumers' Risk Perception and Risk Preference to Bridge Attitude-Behavior Gaps," Association for Consumer Research Conference, October 2023.

West, Colin, Güliden Ülkümen, Patrycja Arundel, and Craig R. Fox (2022), "Choice Architecture in Financial Allocation Decisions: The Effects of Budget Partitioning" Association for Consumer Research Conference, October 2022.

Fox, Craig R., David Tannenbaum, Güliden Ülkümen, Dan Walters, and Carsten Erner (2021), "Attributions of Credit, Blame, and Luck Depend on Perceived Nature of Uncertainty," Association for Consumer Research Conference.

Krijnen, Job, Güliden Ülkümen, Jonathan Bogard, and Craig Fox (2020), "Lay Beliefs about Changes in Financial Well-being Predict Political and Policy Message Preferences," Association for Consumer Research Conference.

Walters, Dan, Güliden Ülkümen, Carsten Erner, David Tannenbaum and Craig Fox (2020), "Perceived Nature of Uncertainty Predicts Investment Behavior," Society for Consumer Psychology Conference.

Walters, Dan, Güliden Ülkümen, Carsten Erner, David Tannenbaum and Craig Fox (2018), "Perceived Nature of Uncertainty Predicts Investment Behavior," Association for Consumer Research Conference, Dallas, TX.

Ülkümen, Güliden, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2017), "Perceived Nature of Uncertainty Predicts Investment Behavior," Society for Judgment and Decision Making Conference, Vancouver, Canada.

Walters, Dan, Güliden Ülkümen, Carsten Erner, David Tannenbaum and Craig Fox (2017), "Perceived Nature of Uncertainty Predicts Investment Behavior," Marketing Science Conference, Los Angeles, CA.

Fox, Craig R., David Tannenbaum, Gulden Ülkümen, Dan Walters, and Carsten Erner (2016), "Credit, Blame, Luck, and Variants of Uncertainty," Behavioral Decision Research in Management Conference, Toronto, CA.

Fox, Craig R., David Tannenbaum, Gulden Ülkümen, Dan Walters, and Carsten Erner (2015), "Credit, Blame, Luck, and Variants of Uncertainty," Society for Judgment and Decision Making Conference, Chicago, IL.

Ülkümen, Güliden, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2014), "Perceived Nature of Uncertainty Predicts Investment Behavior and Market Outcomes," Society for Judgment and Decision Making Conference, Long Beach, CA.

Min, Bora, and Güliden Ülkümen (2014), "The Effect of Default Units on Budget Estimation," Association for Consumer Research Conference, Baltimore, MD.

Cavanaugh, Lisa, Elif Isikman, Deborah MacInnis, and Güliden Ülkümen (2014), "Does Curiosity Kill the Cat?"

Incidental Curiosity Can Have Negative Consequences,” Association for Consumer Research Conference, Baltimore, MD.

Ülkümen, Gülден, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2014), “Perceived Nature of Uncertainty Predicts Investment Behavior and Market Outcomes,” BDRM Conference, London, UK.

Ülkümen, Gülден, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2014) “Perceived Nature of Uncertainty Predicts Investment Behavior and Market Outcomes,” Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.

Min, Bora, and Gülден Ülkümen (2014), “The Effect of Default Frames on Budget Estimates,” Society for Consumer Psychology Conference, Miami, FL.

Malkoc, Selin and Gülден Ülkümen (2013), “Impact of Comparison Frames and Category Width on Strength of Preferences,” Society for Judgment and Decision Making Conference, Toronto, Canada.

Ülkümen, Gülден, Dan Walters, Carsten Erner, David Tannenbaum and Craig Fox (2013), “Two Faces of Subjective Uncertainty in Investment Decisions,” Association for Consumer Research Conference, Chicago, IL.

Tannenbaum, David, Craig Fox & Gülден Ülkümen (2012), “Bold and timid forecasts: Variants of uncertainty and judged probability,” Behavioral Decision Research in Management, Boulder, CO.

Tannenbaum, David, Craig Fox & Gülден Ülkümen (2012), “Variants of Uncertainty and Judged Probability,” Society for Judgment and Decision Making, Minneapolis, MN.

Malkoc, Selin and Gülден Ülkümen (2012), “Blurring Similarities and Differences: How Category Width Changes Comparison Focus,” Association for Consumer Research, Vancouver, Canada.

Ülkümen, Gülден, and Selin Malkoc (2012), “Blurring Similarities and Differences: How Category Width Changes Comparison Orientation,” Society for Consumer Psychology, Las Vegas, NV.

Ülkümen, Gülден, and Selin Malkoc (2011), “Blurring Similarities and Differences: How Category Width Changes Comparison Orientation,” Association for Consumer Research, St. Louis, MO.

Ülkümen, Gülден and Manoj Thomas (2011), “Saving and Dieting for 12 Months versus 1 Year: Personal Relevance and Mental Simulation Amplify Duration Framing Effects,” The European Association for Decision Making (SPUDM) Conference, Kingston, UK.

Ülkümen, Gülден (2011), “Saving by the Financially Pressed and the Comfortable,” Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO (discussant).

Ülkümen, Gülден and Amar Cheema (2011), “Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level,” Society for Consumer Psychology, Atlanta, GA.

Ülkümen, Gülден and Amar Cheema (2010), “Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level,” Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO.

Thomas, Manoj and Gülден Ülkümen (2010), “When a Year Feels Different from 12 Months: On Intuitive Confidence,” Society for Consumer Psychology, St. Pete’s Beach.

Ülkümen, Gülден and Amar Cheema (2009), “Framing Goals to Influence Personal Savings: The Role of Specificity and Construal Level,” Association for Consumer Research, Pittsburgh, Pennsylvania.

Ülkümen, Güliden and Manoj Thomas (2009), "When 12 Months is Not the Same as One Year: Antecedents of Confidence in Consumers' Estimates," Association for Consumer Research, Pittsburgh, Pennsylvania.

Fox, Craig, Güliden Ülkümen and Bertram Malle (2009), "Communicating Internal versus External Uncertainty," Society for Judgment and Decision Making, Boston.

Fox, Craig, Güliden Ülkümen and Bertram Malle (2009), "Communicating Internal versus External Uncertainty," European Association of Decision Making, Tirano, Italy.

Amar Cheema and Güliden Ülkümen (2009), "Helping Consumers Save More: Construal Level Moderates Benefits of Goal Specificity," Society for Consumer Psychology, New Orleans.

Morwitz, Vicki, Güliden Ülkümen, and Amitav Chakravarti (2008), "The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making," Advanced Research Techniques Forum, Asheville.

Chakravarti, Amitav, Güliden Ülkümen and Vicki Morwitz (2007), "The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making," Society for Judgment and Decision Making, Long Beach, California.

Chakravarti, Amitav, Güliden Ülkümen and Vicki Morwitz (2007), "The Effect of Exposure to Narrow versus Broad Categorizations on Subsequent Decision Making," Association for Consumer Research, Memphis, Tennessee.

Chakravarti, Amitav and Güliden Ülkümen (2007) "The Licensing Effect of Two-Stage Decisions on Choices Between Virtues and Vices," Society for Consumer Psychology, Las Vegas.

Ülkümen, Güliden, Amitav Chakravarti, and Vicki Morwitz (2006), "Broad Mind-Sets to Broad Baskets: The Effect of Manipulating Category Width on Preferences for New Products," Society for Consumer Psychology, Miami, Florida (special session co-chair).

Chakravarti, Amitav, Chris Janiszewski, and Güliden Ülkümen (2005), "The Neglect of Prescreening Information in Two-Stage Decision Tasks," Advertising Research Foundation.

Ülkümen, Güliden, Manoj Thomas and Vicki Morwitz (2005), "Biasing Effects of Temporal Framing on Budget Estimates," Association for Consumer Research, San Antonio, Texas (special session co-chair).

Chakravarti, Amitav, Chris Janiszewski, and Güliden Ülkümen (2004) "Preference Reversals Induced by Screening: Biasing Effects of a Two-Stage Decision Task," Association for Consumer Research, Portland.

Ülkümen, Güliden and Leif Nelson (2004), "Forgotten Rejections and the Rebuilding of Personal Preferences," Association for Consumer Research, Portland, Oregon.

PROFESSIONAL SERVICE

Ad Hoc Reviewer:

- *Nature, Cognition, Decision, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Journal of Behavioral Decision Making, Journal of Experimental Psychology: General, Journal of Retailing, Organizational Behavior and Human Decision Processes, International Journal of Research in Marketing, European Journal of Social Psychology, Israel Science Foundation (ISF), National Science Foundation (NSF)*

Editorial Board Member:

- *Journal of Consumer Psychology* (2008 – 2020)

- *Journal of Consumer Research* (2014 – 2019)

Reviewer/Program Committee Member:

- Association for Consumer Research Conference, 2006, 2007, 2008, 2009, 2011, 2012*, 2013*, 2014, 2016*, 2017
- Society for Consumer Psychology Conference, 2006, 2007, 2008, 2009, 2010*, 2011, 2012*, 2013, 2014, 2020**, 2022**
- Society for Consumer Psychology International Conference, 2012*
- Society for Judgment and Decision Making Conference, 2014
- European Marketing Academy Conference (EMAC), 2016

* Denotes service as program committee member

** Denotes service as AE

SERVICE AT USC

- PhD Program Coordinator, Marketing Department 2023—Present
- 2024 Tenure Project Conference Mentor/Sponsor
- Faculty Mentor, Nofar Duani
- PEG Committee Member for Yaron Levi (Finance)
- Chair, Marketing Department CB Faculty Recruiting Committee 2023
- Qualifying Exam Committee Member, Yiran Wang (Management)
- Co-Organizer for Behavioral Science and Well-being Policy Speaker Series (2020—Present)
- Marketing Department Chair Search Committee 2023
- PEG Committee Member for Eva Buechel (Marketing)
- Marketing Department Chair Search Committee 2022
- Marshall Committee on Research and Faculty Recognition (2020—2023)
- PEG Committee Member for Linda Hagen (Marketing)
- PEG Committee Member for Eric Anicich (Management)
- APR Committee for Marketing Department, 2021
- Marketing Department Chair Search Committee, 2021
- Marketing Department PhD Program Steering committee, 2021
- Faculty Mentor, Stephanie Tully (2022-Present)
- Marshall CFO Search Committee (2020)
- President, Marshall Faculty Council (2019 – 2020)
- Member, Marshall Faculty Council (2018—2021)
- PhD Handbook Committee, member (2020)
- Academic Senate, Senator Representing Marshall School of Business (2019-2020)
- Fourth Year Review Committee Member for Linda Hagen (Marketing)
- Fourth Year Review Committee Member for Eric Anicich (Management)
- Fourth Year Review Committee Member for Yaron Levi (FBE)
- Faculty Recruitment CB Sub-Committee, Marketing Department (2018, 2019, 2020)
- Marketing Area Electives Advisor to MBA students (2017—2019)
- Faculty Mentor, Maria Rodas (2019—2021)
- PhD Student Admissions Committee (2020, 2021)
- MOR/Marketing RA Pool Co-coordinator (2016)
- Marketing Area Speaker Series Organizer (2015-2016)
- Member of Marketing Undergraduate Curriculum Committee (2012-2017)
- Member of Selection Committee for Outstanding Undergraduate Student Award (2009-2017)
- Coordinator for the Marshall School Compensated Subject Pool (2009-2012)
- Member of Subcommittee on Ph.D. Student Mentoring (2013)

Ph.D. Students:

- Reyna Wang (First Year Paper Committee Member)
- Stephan Carney (Qualifying Exam Committee Co-Chair, First Year Committee Member)
- Jennifer Kim (Qualifying Exam Committee Member)
- Bora Min (Qualifying Exam Committee Chair)
- Elif Isikman (Dissertation Committee Co-Chair)
- Young Jee Han (Dissertation Committee Member)
- Heather Wan (Dissertation Committee Member)

Independent Research:

- Seungyoun Yoo
- Paola Brignoni Bravo

Undergraduate Honors Thesis Supervisor/Faculty Advisor:

- Valerie Pitsch, University of Southern California 2014
- Isha Aswathi, University of Southern California 2011
- Mariana Aguilar, University of Southern California, 2011
- Jonathan A. Cipriani, New York University, 2004

TEACHING EXPERIENCE

Marketing Core (MBA), University of Southern California
Consumer Behavior (Undergraduate), University of Southern California
Consumer Behavior (Master's & MBA), University of Southern California

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
Behavioral Science and Policy Association