

# Rom Y. Schrift

Curriculum Vitae, August 2017

The Wharton School  
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University of Pennsylvania  
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## EDUCATIONAL BACKGROUND

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**Ph.D. (with Honors), Marketing, May 2011**

Columbia Business School  
Columbia University, New York, NY

**M. Phil., November 2008**

Columbia Business School  
Columbia University, New York, NY

**M.B.A. (with Honors), Marketing, June 2006**

The Jerusalem School of Business Administration  
The Hebrew University of Jerusalem, Jerusalem, Israel

**B.Sc., Mechanical Engineering, June 2002**

Faculty of Engineering Sciences  
Ben-Gurion University of the Negev, Beer-Sheva, Israel

## ACADEMIC EMPLOYMENT

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**Assistant Professor of Marketing, The Wharton School, University of Pennsylvania**

2011 – present (The Claude Marion Endowed Faculty Scholar, 2014-2015)

## RESEARCH INTRESTS

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Preference Formation and Decision Making  
Decisional Conflict and Effort in Choice  
Empathy and Social Influence  
Multitasking and Persistence

## PUBLICATIONS

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1. Yimin Cheng, Anirban Mukhopadhyay, and Rom Y. Schrift (2017), "Do Costly Options Lead to Better Outcomes? How the Protestant Work Ethic Influences the Cost-Benefit Heuristic in Goal Pursuit," (forthcoming) *Journal of Marketing Research*
2. Schrift, Rom Y., Ran Kivetz, and Oded Netzer (2016), "Complicating Decisions: The Work Ethic Heuristic and the Construction of Effortful Decisions," *Journal of Experimental Psychology: General*, 145(7), 807-829
3. Schrift, Rom Y. and Moty Amar (2015), "Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences," *Journal of Consumer Research*, 42(4), 515-534
  - **Winner of the Best Competitive Paper Award, ACR 2015**
4. Schrift, Rom Y. and Jeffrey R. Parker (2014), "Staying the Course: The Option of Doing Nothing and Its Impact on Post-Choice Persistence," *Psychological Science*, 25(3), 772-780
5. Parker, Jeffrey R. and Rom Y. Schrift (2011), "The Rejectable Choice-Set: How Seemingly Irrelevant No-Choice Options Affect Consumer Decisions," *Journal of Marketing Research*, 48, 840-854
  - **Winner of the Best Student Paper Award, SCP 2010**
6. Schrift, Rom Y., Oded Netzer and Ran Kivetz (2011), "Complicating Choice: the Effort Compatibility Hypothesis," *Journal of Marketing Research*, 48 (2), 308-326
  - **Finalist, O'Dell Award, Journal of Marketing Research, 2016**
  - **Honorable Mention, AMA/John Howard, Doctoral Dissertation Competition, 2011**
  - **Honorable Mention, AMS Mary Kay Doctoral Dissertation Competition, 2011**
  - **Winner of the Best Competitive Paper Award, SCP 2010**
7. Kivetz, Ran, Oded Netzer and Rom Y. Schrift (2008), "The Synthesis of Preference: Bridging Behavioral Decision Research and Marketing Science," *Journal of Consumer Psychology*, 18 (3), 179-186

## UNDER REVIEW

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8. Schrift, Rom Y., Jeffrey R. Parker, Gal Zauberaman, and Shalena Srna, "Categorization in Multi-Stage Decision Processes: The Impact of Attribute-Order on How Consumers Construe Their Choice," (conditionally accepted at *the Journal of Consumer Research*)

9. Srna, Shalena, Rom Y. Schrift, and Gal Zaubergerman, "The Illusion of Multitasking and Its Positive Effect on Performance," (invited for 2<sup>nd</sup> round review at *Psychological Science*)
10. Ascarza, Eva, Scott A. Neslin, Oded Netzer, Zachery Anderson, Peter S. Fader, Sunil Gupta, Bruce G.S. Hardie, Aurélie Lemmens, Barak Libai, David Neal, Foster Provost, Rom Schrift, "In Pursuit of Enhanced Customer Retention Management," (invited for 2<sup>nd</sup> round review at *Customer Needs and Solutions*)

## WORKING PAPERS

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11. Yonat Zwebner and Rom Y. Schrift, "Preferences Under Construction, Please Come Back Later: The Aversion to Being Observed During the Deliberation Phase."
12. Shalena Srna, Gal Zaubergerman, and Rom Y. Schrift, "A Prediction Gap in Effect of Income Tax on Effort."
13. Edith Shalev and Rom Y. Schrift, "The Dual Effect of Centrality on Susceptibility to Group Influence."

## HONORS AND AWARDS

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- Excellence in Teaching Award, Undergraduate Division, The Wharton School, 2017
- Marketing Science Institute Young Scholar Award, 2017
- Dean's Research Grant, 2017
- Finalist, 2016 William F. O'Dell Award, *Journal of Marketing Research*
- The Nicosia Best Paper Award, *Association for Consumer Research*, 2015
- The Claude Marion Endowed Faculty Scholar Award, 2014-2015
- Dean's Research Grant, 2014
- Excellence in Teaching Award, Undergraduate Division, The Wharton School, 2014
- Excellence in Teaching Award, Undergraduate Division, The Wharton School, 2012
- AMA / John A. Howard, Doctoral Dissertation Competition, 2011, Honorable Mention
- Mary Kay Doctoral Dissertation Competition, 2011, Honorable Mention
- Best Competitive Paper Award, *Society for Consumer Psychology*, 2010 Winter Conference
- Best Student Paper Award, *Society for Consumer Psychology*, 2010 Winter Conference
- AMA-Sheth Doctoral Consortium Fellow, Texas Christian University, 2010
- Annual UH Doctoral Symposium Fellow, University of Houston, 2010

## CONFERENCES

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1. "Choosing vs. Ranking: Elicitation Modes and Their Impact on Consumers' Subjective Experience of Difficulty," with Yonat Zwebner, Association for Consumer Research, San Diego, CA, October, 2017 (forthcoming)
2. "The Illusion of Multitasking and Its Effect on Performance," with Shalena Srna and Gal Zaubergerman, Society for Consumer Psychology, San Francisco, CA, February, 2017
3. "A Prediction Gap in Effect of Income Tax on Effort," with Shalena Srna and Gal Zaubergerman, Society for Consumer Psychology, San Francisco, CA, February, 2017
4. "Multitasking: Perception and Performance," with Shalena Srna and Gal Zaubergerman, Society for Judgment and Decision Making Conference, Boston, MA, November, 2016
5. "The Aversion to Being Observed During Conflict and Its Impact on Choice," with Yonat Zwebner, Society for Judgment and Decision Making Conference, Boston, MA, November, 2016
6. "Multitasking: Perception and Performance," with Shalena Srna and Gal Zaubergerman, Association for Consumer Research, Berlin, Germany, October, 2016
7. "How and When Consumers Make Tradeoffs," with Yonat Zwebner, Special Session at the Association for Consumer Research, Berlin, Germany, October, 2016
8. "Active vs. Passive Choice and Its Impact on Customer Churn," IDEA conference, Atlanta, GA, June 2016
9. "Multitasking: Perception and Performance," with Shalena Srna and Gal Zaubergerman, Behavioral Decision Research in Management, Toronto, Canada, June, 2016
10. "Multi-Stage Decisions Change How Decision-Makers Categorize Their Chosen Option," with Jeff Parker, Shalena Srna and Gal Zaubergerman, Behavioral Decision Research in Management, Toronto, Canada, June, 2016
11. "How observing Others' Decisional Conflict Impacts Our Own Preferences," with Moty Amar, Association for Psychological Science, Chiacago, IL, May, 2016
12. Choice Symposium, Lake Louise, Alberta, CA, May, 2016
13. "Decision-Tree Structures and Their Impact on Similarity Judgment and Replacement Option," with Jeffrey Parker, Gal Zaubergerman, and Shalena Srna, Society for Consumer Psychology, St. Pete Beach, FL, February, 2016
14. "Pain and Preferences: The Impact of Other's Decisional Conflict On Our Own Preferences," with Moty Amar, Association for Consumer Research, New Orleans, LA, October, 2015

15. "Illusions of Preference Construction," with Ran Kivetz and Oded Netzer, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
16. "Beyond the Choice Set: The Impact of Considering Similar Outside Options," with Jeff Parker, Gal Zauberaman, and Shalena Srna, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
17. "God, Luck and the World: Consequences of Consumer Beliefs On Judgment and Choice," with Yimin Cheng and Anirban Mukhopadhyay, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
18. "What makes you pay? Features of incentives and the distribution of benefits in financial behavior," with Shalena Srna and Gal Zauberaman, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
19. "Pain & Preferences: Observed Decisional Conflict & the Convergence of Preferences," Four School Conference, Stern School of Business, NYU, April, 2015
20. "Pain and Preferences: Observed Decisional Conflict & the Convergence of Preferences," Society for Consumer Psychology Conference, Phoenix, AZ, February, 2015
21. "Extending the Classic and Embracing the New: Frontier of Consumer Lay Theory Research," symposium at the Society for Consumer Psychology Conference, Phoenix, AZ, February, 2015
22. "Pain and Preferences: Observed Decisional Conflict & the Convergence of Preferences," Society for Judgment and Decision Making Conference, Long Beach, CA, November, 2014
23. "Rejectable Choice Sets and Post-Choice Persistence," Society for Consumer Psychology Conference, Miami, FL, March, 2014
24. "Staying the Course: The Impact of No-choice Options on Post-Choice Persistence," Society for Judgment and Decision Making Conference, Toronto, CA, November, 2013
25. "Harder Than it Should Be: The Effort-Outcome Link & the Construction of Deliberative Choice Processes," Society for Judgment and Decision Making Conference, Toronto, CA, November, 2013
26. "Staying the Course: The Impact of No-choice Options on Post-Choice Persistence," Association for Consumer Research Conference, Chicago, IL, October, 2013

27. "No-choice Options and Post-Choice Persistence," Marketing in Israel, Technion – Israel Institute of Technology, Haifa, Israel, December, 2012
28. 2011 Winter Decision Making Symposium, San Francisco, CA, December 2011
29. "Creating the Illusion of Choice through Selective Information Search and Retrieval," Association for Consumer Research Conference, St. Louis, MO, October, 2011
30. "Complicating Choice," AMS Annual Conference, Coral Gables, FL, May, 2011
31. "The Rejectable Choice Set: How Seemingly Irrelevant No-choice Options Affect Decisions," with Jeffrey R. Parker, the 28<sup>th</sup> Annual UH Doctoral Symposium, Bauer College of Business, University of Houston, April, 2010
32. "Complicating Choice," with Oded Netzer and Ran Kivetz, Society for Consumer Psychology, St. Pete Beach, FL, February, 2010
33. "The Rejectable Choice Set: How Seemingly Irrelevant No-choice Options Affect Decisions," with Jeffrey R. Parker, Society for Consumer Psychology, St. Pete Beach, FL, February, 2010
34. "Complicating Choice," with Oded Netzer and Ran Kivetz, Society for Judgment and Decision Making Conference, Boston, MA, November, 2009
35. "The Rejectable Choice Set: How Seemingly Irrelevant No-choice Options Affect Decision," with Jeffrey R. Parker, Society for Judgment and Decision Making Conference, Boston, MA, November, 2009
36. "The Constructive Role of Effort in Consumer Choice," (Session Chair) and "Complicating Choice," with Oded Netzer and Ran Kivetz, Association for Consumer Research Conference, Pittsburgh, PA, October, 2009
37. "From Diligence to Hindrance," with Oded Netzer and Ran Kivetz, Marketing in Israel, Tel-Aviv University, Tel-Aviv, Israel, December, 2008
38. "From Diligence to Hindrance," with Oded Netzer and Ran Kivetz, White Box Advisors Graduate Student Conference, Yale School of Management, New Haven, CT, May, 2008

## **INVITED TALKS**

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1. Columbia Business School, Columbia University, (forthcoming) Spring 2018
2. London Business School, London, UK, May 2017

3. Bocconi School of Management, Milan, Italy, May 2017
4. The Fuqua School of Business, Duke University, Durham, NC, April 2017
5. INSEAD, Fontainebleau, France, June 2016
6. Tel-Aviv University School of Management, Tel Aviv, Israel, March 2016
7. Stanford Graduate School of Business, Stanford University, January 2016
8. S. C. Johnson Graduate School of Management, Cornell University, January 2015
9. Arison School of Business, IDC Herzliya, Israel, May 2014
10. Anderson School of Management, University of California, Los Angeles, April 2013
11. The William Davidson Faculty of Engineering and Management, Technion, March 2012
12. Yale School of Management, February 2012
13. Psychology Department, The Hebrew University of Jerusalem, January 2012
14. Ono Academic College, December 2011
15. Arison School of Business, the Interdisciplinary Center (IDC), August 2011
16. The Johns Hopkins Carey Business School, November 2010
17. The Hong Kong University of Science and Technology, November 2010
18. The Wharton School, University of Pennsylvania, October 2010
19. Stanford Graduate School of Business, Stanford University, October 2010
20. Rotman School of Management, University of Toronto, October 2010
21. The University of Chicago Booth School of Business, October 2010
22. London Business School, October 2010
23. Tuck School of Business at Dartmouth, October 2010
24. Stern School of Business, New York University, September 2010
25. Leeds School of Business, University of Colorado at Boulder, September 2010
26. Smeal College of Business, The Pennsylvania State University, September 2010
27. School of Business Administration, University of Miami, September 2010
28. Robert H. Smith School of Business, University of Maryland, September 2010
29. The Jerusalem School of Business Administration, Hebrew University, January 2008

## **WORK WITH STUDENTS**

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Advisor; Shalena Srna (Wharton PhD)

Advisor; Yonat Zwebner (Post-Doctorate Research Fellow at Wharton)

Dissertation Committee Member; Sydney Scott (Wharton PhD)

Dissertation Committee Member; Alix Barasch (Wharton PhD)  
Dissertation Committee Member; Jae Young Lee (Wharton PhD)  
Dissertation Committee Member; Yimin Cheng (HKUST PhD)

## TEACHING

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**Developed the Systematic Creativity Course (MKTG 234/734)**

**Systematic Creativity in Business**, MBA and Undergraduate  
(Fall 2011, Fall 2012, Fall 2013, Fall 2015, Fall 2016)

**Consumer Behavior**, undergraduate  
(Summer 2012, Fall 2012)

## SERVICE TO SCHOOL

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PhD Committee, 2016-2017

Interdisciplinary Decision Process Seminar Co-Organizer, 2017-2018

AMA recruiting Committee, 2014, 2015

University Council Committee on Facilities, 2014

Marketing Chair Selection Committee, 2013

Interdisciplinary Decision Process Seminar Co-Organizer, 2012-2014

Marketing Colloquia Organizer, 2011-2012

## SERVICE TO JOURNALS

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Editorial Review Board, *Journal of Marketing Research (JMR)*

Editorial Review Board, *International Journal of Research in Marketing (IJRM)*

Member on the Advisory Panel of the *Society for Consumer Psychology (SCP)*

Reviewer, *International Journal of Research in Marketing (IJRM)*

Reviewer, *Journal of Behavioral Decision Making (JBDM)*

Reviewer, *Journal of Consumer Psychology (JCP)*

Reviewer, *Journal of Consumer Research (JCR)*

Reviewer, *Journal of Judgment and Decision Making (JDM)*



Reviewer, *Journal of Marketing Research (JMR)*

Reviewer, *Management Science*

Reviewer, *Marketing Science*

Reviewer, *Psychological Science*

Reviewer, *Organizational Behavior and Human Decision Processes (OBHDP)*

Reviewer, *Association for Consumer Research (ACR)*

Reviewer, *Society for Consumer Psychology (SCP)*

## **PROFESSIONAL AFFILIATION**

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Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)

Academy of Marketing Science (AMS)