

Rom Y. Schrift

Curriculum Vitae, January 2018

The Wharton School
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University of Pennsylvania
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EDUCATIONAL BACKGROUND

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

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

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

RESEARCH INTRESTS

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

PUBLISHED AND FORTHCOMING MANUSCRIPTS

- Schrift, Rom Y., Jeffrey R. Parker, Gal Zauberaman, and Shalena Srna, "Multi-Stage Decision Processes: The Impact of Attribute Order on How Consumers Mentally Represent Their Choice," *Journal of Consumer Research*, (forthcoming)
- 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, and Rom Y. Schrift, "In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions," *Customer Needs and Solutions* (forthcoming)
- 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," *Journal of Marketing Research*, 54(4), 636-649
- 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
- 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
- Schrift, Rom Y., and Jeffrey R. Parker (2014), "Staying the Course: The Option of Doing Nothing and Its Impact on Postchoice Persistence," *Psychological Science*, 25(3), 772-780
- Parker, Jeffrey R., and Rom Y. Schrift (2011), "Rejectable Choice-Sets: How Seemingly Irrelevant No-Choice Options Affect Consumer Decision Processes," *Journal of Marketing Research*, 48(5), 840-854
- Schrift, Rom Y., Oded Netzer, and Ran Kivetz (2011), "Complicating Choice," *Journal of Marketing Research*, 48(2), 308-326
- 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

MANUSCRIPTS UNDER REVIEW

- Srna, Shalena, Rom Y. Schrift, and Gal Zauberaman, "The Illusion of Multitasking and Its Positive Effect on Performance," (under 2nd-round review)

Shalev, Edith, and Rom Y. Schrift, “The Dual Effect of Centrality on Susceptibility to Group Influence,” (under 1st-round review)

WORKING PAPERS

Zwebner, Yonat, and Rom Y. Schrift, “Preferences Under Construction: Consumer Aversion to Being Observed During the Deliberation Phase”

CASES AND TEACHING NOTES

Goldenberg, Jacob, and Rom Y. Schrift, “Less Is More: How Industry Giants Like Apple and Philips Really Innovate,” Columbia CaseWorks, Columbia Business School, September 2016

Goldenberg, Jacob, and Rom Y. Schrift, “Creative Connections: How Companies Innovate by Crafting New Links between Attributes,” Columbia CaseWorks, Columbia Business School, August 2017

SELECT WORK IN PROGRESS

- Srna, Shalena, Gal Zauberger, and Rom Y. Schrift, “A Prediction Gap in the Effect of Income Tax on Effort”
- Zwebner, Yonat, and Rom Y. Schrift, “The Pain of Choice: Explicit vs. Implicit Choice and Its Impact on Subjective Experience of Difficulty”
- Schrift, Rom Y., and Kevin M. Sweeney, “Responses to Setbacks in Multi-Stage Decision Processes: The Impact of Decision Trees on Choice in Risky Settings”
- Schrift, Rom Y., and Klaus Wertenbroch, “Choosing Free Will: The Freedom from Randomness and Determinism”
- Srna, Shalena, Rom Y. Schrift, and Gal Zauberger, “Multitasking Perceptions and Their Impact on Consumers’ Experiences and Choice”

HONORS AND AWARDS

- “Top 40 Undergraduate Professors,” Poets & Quants Selection, 2017
- 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

INVITED TALKS

- Alberta School of Business, University of Alberta, (forthcoming) Spring 2018
- Fox School of Business, Temple University, (forthcoming) Spring 2018
- Columbia Business School, Columbia University, Spring 2018
- London Business School, London, UK, May 2017
- Bocconi School of Management, Milan, Italy, May 2017
- The Fuqua School of Business, Duke University, Durham, NC, April 2017
- INSEAD, Fontainebleau, France, June 2016
- Tel-Aviv University School of Management, Tel Aviv, Israel, March 2016
- Stanford Graduate School of Business, Stanford University, January 2016
- S. C. Johnson Graduate School of Management, Cornell University, January 2015
- Arison School of Business, IDC Herzliya, Israel, May 2014
- Anderson School of Management, University of California, Los Angeles, April 2013
- The William Davidson Faculty of Engineering and Management, Technion, March 2012
- Yale School of Management, February 2012
- Psychology Department, The Hebrew University of Jerusalem, January 2012
- Ono Academic College, December 2011
- Arison School of Business, the Interdisciplinary Center (IDC), August 2011
- The Johns Hopkins Carey Business School, November 2010
- The Hong Kong University of Science and Technology, November 2010
- The Wharton School, University of Pennsylvania, October 2010
- Stanford Graduate School of Business, Stanford University, October 2010

- Rotman School of Management, University of Toronto, October 2010
- The University of Chicago Booth School of Business, October 2010
- London Business School, October 2010
- Tuck School of Business at Dartmouth, October 2010
- Stern School of Business, New York University, September 2010
- Leeds School of Business, University of Colorado at Boulder, September 2010
- Smeal College of Business, The Pennsylvania State University, September 2010
- School of Business Administration, University of Miami, September 2010
- Robert H. Smith School of Business, University of Maryland, September 2010
- The Jerusalem School of Business Administration, Hebrew University, January 2008

CONFERENCE PRESENTATIONS

- “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
- “The Illusion of Multitasking and Its Effect on Performance,” with Shalena Srna and Gal Zauberaman, Society for Consumer Psychology, San Francisco, CA, February, 2017
- “A Prediction Gap in the Effect of Income Tax on Effort,” with Shalena Srna and Gal Zauberaman, Society for Consumer Psychology, San Francisco, CA, February, 2017
- “Multitasking: Perception and Performance,” with Shalena Srna and Gal Zauberaman, Society for Judgment and Decision Making Conference, Boston, MA, November, 2016
- “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
- “Multitasking: Perception and Performance,” with Shalena Srna and Gal Zauberaman, Association for Consumer Research, Berlin, Germany, October, 2016
- “How and When Consumers Make Tradeoffs,” with Yonat Zwebner, Special Session at the Association for Consumer Research, Berlin, Germany, October, 2016
- “Active vs. Passive Choice and Its Impact on Customer Churn,” IDEA conference, Atlanta, GA, June 2016
- “Multitasking: Perception and Performance,” with Shalena Srna and Gal Zauberaman, Behavioral Decision Research in Management, Toronto, Canada, June, 2016

- “Multi-Stage Decisions Change How Decision-Makers Categorize Their Chosen Option,” with Jeffrey R. Parker, Gal Zauberaman and Shalena Srna, Behavioral Decision Research in Management, Toronto, Canada, June, 2016
- “How Observing Others’ Decisional Conflict Impacts Our Own Preferences,” with Moty Amar, Association for Psychological Science, Chicago, IL, May, 2016
- Choice Symposium, Lake Louise, Alberta, CA, May, 2016
- “Decision-Tree Structures and Their Impact on Similarity Judgment and Replacement Options,” with Jeffrey R. Parker, Gal Zauberaman, and Shalena Srna, Society for Consumer Psychology, St. Pete Beach, FL, February, 2016
- “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
- “Illusions of Preference Construction,” with Ran Kivetz and Oded Netzer, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
- “Beyond the Choice Set: The Impact of Considering Similar Outside Options,” with Jeffrey R. Parker, Gal Zauberaman, and Shalena Srna, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
- “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
- “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
- “Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences,” Four School Conference, Stern School of Business, NYU, April, 2015
- “Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences,” Society for Consumer Psychology Conference, Phoenix, AZ, February, 2015
- “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
- “Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences,” Society for Judgment and Decision Making Conference, Long Beach, CA, November, 2014
- “Rejectable Choice Sets and Post-Choice Persistence,” Society for Consumer Psychology Conference, Miami, FL, March, 2014
- “Staying the Course: The Impact of No-choice Options on Post-Choice Persistence,” with Jeffrey R. Parker, Society for Judgment and Decision Making Conference, Toronto, CA,

November, 2013

- “Harder Than It Should Be: The Effort-Outcome Link and the Construction of Deliberative Choice Processes,” Society for Judgment and Decision Making Conference, Toronto, CA, November, 2013
- “Staying the Course: The Impact of No-choice Options on Post-Choice Persistence,” with Jeffrey R. Parker, Association for Consumer Research Conference, Chicago, IL, October, 2013
- “No-choice Options and Post-Choice Persistence,” with Jeffrey R. Parker, Marketing in Israel, Technion – Israel Institute of Technology, Haifa, Israel, December, 2012
- 2011 Winter Decision Making Symposium, San Francisco, CA, December 2011
- “Creating the Illusion of Choice through Selective Information Search and Retrieval,” with Ran Kivetz and Oded Netzer, Association for Consumer Research Conference, St. Louis, MO, October, 2011
- “Complicating Choice,” with Oded Netzer and Ran Kivetz, AMS Annual Conference, Coral Gables, FL, May, 2011
- “The Rejectable Choice Set: How Seemingly Irrelevant No-choice Options Affect Decisions,” with Jeffrey R. Parker, the 28th Annual UH Doctoral Symposium, Bauer College of Business, University of Houston, April, 2010
- “Complicating Choice,” with Oded Netzer and Ran Kivetz, Society for Consumer Psychology, St. Pete Beach, FL, February, 2010
- “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
- “Complicating Choice,” with Oded Netzer and Ran Kivetz, Society for Judgment and Decision Making Conference, Boston, MA, November, 2009
- “The Rejectable Choice Set: How Seemingly Irrelevant No-choice Options Affect Decisions,” with Jeffrey R. Parker, Society for Judgment and Decision Making Conference, Boston, MA, November, 2009
- “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
- “From Diligence to Hindrance,” with Oded Netzer and Ran Kivetz, Marketing in Israel, Tel-Aviv University, Tel-Aviv, Israel, December, 2008
- “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

MENTORSHIP AND WORK WITH STUDENTS

Main Advisor and Committee Chair

Shalena Srna, Wharton PhD (Placement: University of Michigan, Ross School of Business)

Faculty Sponsor and Advisor

Yonat Zwebner, Post-Doctorate Research Fellow at Wharton

Dissertation Committee Member

Jackie Silverman, Wharton PhD

Sydney Scott, Wharton PhD

Alix Barasch, Wharton PhD

Jae Young Lee, Wharton PhD

Yimin Cheng, HKUST PhD

TEACHING

Developed the Systematic Approach to Creativity Course (MKTG 234/734)

Systematic Creativity in Business, WEMBA, MBA and Undergraduate programs
(Fall 2011, Fall 2012, Fall 2013, Fall 2015, Fall 2016, Fall 2017)

Consumer Behavior, undergraduate
(Summer 2012, Fall 2012)

SERVICE TO DEPARTMENT, SCHOOL, AND UNIVERSITY

PhD Committee, 2016-2018

Interdisciplinary Decision Process Seminar Co-Organizer, 2016-2018

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/CONFERENCES

Editorial Review Board:

Journal of Marketing Research

International Journal of Research in Marketing

Journal Reviewer:

International Journal of Research in Marketing

Journal of Behavioral Decision Making

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Judgment and Decision Making

Journal of Marketing Research

Management Science

Marketing Science

Psychological Science

Organizational Behavior and Human Decision Processes

Conference Program Committee:

Society for Consumer Psychology, 2018

Association for Consumer Research, 2017

Member on the Advisory Panel of the *Society for Consumer Psychology*

Conference Reviewer:

Association for Consumer Research

Society for Consumer Psychology

MSI Clayton Doctoral Dissertation Competition

PROFESSIONAL AFFILIATION

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)