

Rom Y. Schrift

Curriculum Vitae, March 2017

The Wharton School
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University of Pennsylvania
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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing, The Wharton School, University of Pennsylvania
2011 – present (The Claude Marion Endowed Faculty Scholar, 2014-2015)

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

RESEARCH INTERESTS

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

PUBLICATIONS

1. Yimin Cheng, Anirban Mukhopadhyay, and Rom Y. Schrift (2016), "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

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," under review

9. Srna, Shalena, Rom Y. Schrift, and Gal Zauberger, "The Illusion of Multitasking and Its Positive Effect on Performance," (in preparation for 2nd round review)
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," under review

ONGOING PROJECTS AT DIFFERENT STAGES OF COMPLETION

11. "A Prediction Gap in Effect of Income Tax on Effort," with Shalena Srna and Gal Zauberger
12. "The Pain of Choice: Preference Elicitation Modes, Effort and Conflict," with Yonat Zwebner
13. "Preferences Under Construction, Please Come Back Later: The Aversion to Being Observed During the Deliberation Phase," with Yonat Zwebner
14. "Choosing Free Will: The Freedom from Randomness and Determinism," with Klaus Wertenbroch and Quentin Andre
15. "Why Central Consumers are Not Opinion Leaders," with Edith Shalev, Yaniv Dover, and Jacob Goldenberg
16. "The impact of active versus passive choice on customer churn," with Aaron Brough and Stephanie Chen

HONORS AND AWARDS

- Excellence in Teaching Award, Undergraduate Division, The Wharton School, 2017
- Marketing Science Institute Young Scholar Award, 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

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

13. "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
14. "Illusions of Preference Construction," with Ran Kivetz and Oded Netzer, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
15. "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
16. "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
17. "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
18. "Pain & Preferences: Observed Decisional Conflict & the Convergence of Preferences," Four School Conference, Stern School of Business, NYU, April, 2015
19. "Pain and Preferences: Observed Decisional Conflict & the Convergence of Preferences," Society for Consumer Psychology Conference, Phoenix, AZ, February, 2015
20. "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
21. "Pain and Preferences: Observed Decisional Conflict & the Convergence of Preferences," Society for Judgment and Decision Making Conference, Long Beach, CA, November, 2014
22. "Rejectable Choice Sets and Post-Choice Persistence," Society for Consumer Psychology Conference, Miami, FL, March, 2014
23. "Staying the Course: The Impact of No-choice Options on Post-Choice Persistence," Society for Judgment and Decision Making Conference, Toronto, CA, November, 2013
24. "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

25. "Staying the Course: The Impact of No-choice Options on Post-Choice Persistence," Association for Consumer Research Conference, Chicago, IL, October, 2013
26. "No-choice Options and Post-Choice Persistence," Marketing in Israel, Technion – Israel Institute of Technology, Haifa, Israel, December, 2012
27. 2011 Winter Decision Making Symposium, San Francisco, CA, December 2011
28. "Creating the Illusion of Choice through Selective Information Search and Retrieval," Association for Consumer Research Conference, St. Louis, MO, October, 2011
29. "Complicating Choice," AMS Annual Conference, Coral Gables, FL, May, 2011
30. "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
31. "Complicating Choice," with Oded Netzer and Ran Kivetz, Society for Consumer Psychology, St. Pete Beach, FL, February, 2010
32. "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
33. "Complicating Choice," with Oded Netzer and Ran Kivetz, Society for Judgment and Decision Making Conference, Boston, MA, November, 2009
34. "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
35. "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
36. "From Diligence to Hindrance," with Oded Netzer and Ran Kivetz, Marketing in Israel, Tel-Aviv University, Tel-Aviv, Israel, December, 2008
37. "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

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

WORK WITH STUDENTS

Advisor; Shalena Srna (Wharton PhD)

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

Dissertation Committee Member; Jae Young Lee (Wharton PhD)

Dissertation Committee Member; Alix Barasch (Wharton PhD)

Dissertation Committee Member; Yimin Cheng (HKUST PhD)

Dissertation Committee Member; Sydney Scott (Wharton PhD)

TEACHING

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

Consumer Behavior, undergraduate
(Summer 2012, Fall 2012)

SERVICE TO SCHOOL

PhD Committee, 2016-2017

Interdisciplinary Decision Process Seminar Co-Organizer, 2016-2017

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

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, *Journal of Marketing Research (JMR)*

Reviewer, *Journal of Consumer Research (JCR)*

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

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

Reviewer, *Management Science*

Reviewer, *Marketing Science*

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

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

Reviewer, Association for Consumer Research (ACR)

Reviewer, Society for Consumer Psychology (SCP)

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)