

BEIDI HU

Curriculum Vitae
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CONTACT INFORMATION

Email: beidihu@wharton.upenn.edu

Website: <https://www.beidihu.com>

Address: 527.7 Jon M. Huntsman Hall, 3730 Walnut Street, Philadelphia PA 19104, United States

EDUCATION

The Wharton School, University of Pennsylvania

Expected 2024

Ph.D. in Decision Processes

Dissertation Committee: Joseph Simmons (Chair), Alice Moon, Stefano Puntoni

University of Pennsylvania

2019

B.A. in Philosophy, Politics, and Economics, *summa cum laude*

RESEARCH INTERESTS

Consumer Behavior, Judgment and Decision-Making, Risk and Uncertainty

PUBLICATIONS AND MANUSCRIPTS SUBMITTED FOR PUBLICATION

1. **Hu, Beidi** and Joseph P. Simmons (2023), “[Does Constructing a Belief Distribution Truly Reduce Overconfidence?](#)” *Journal of Experimental Psychology: General*, 152(2): 571-89.
2. **Hu, Beidi***, Siyuan Yin*, and Alice Moon, “[When Goods Were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?](#)” Revise and Resubmit at the *Journal of Consumer Research*. (* shared authorship)
3. **Hu, Beidi** and Joseph P. Simmons, “Different Methods Elicit Different Belief Distributions.” Revise and Resubmit at the *Journal of Experimental Psychology: General*.
4. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst, “How Should Time Estimates be Structured to Increase Customer Satisfaction?” Under review.

SELECTED WORK IN PROGRESS

5. **Hu, Beidi**, Alice Moon, and Eric VanEpps, “Choice Set Size Neglect in Predicting Others’ Preferences.” *In prep for initial submission*.
6. **Hu, Beidi***, Celia Gaertig*, and Joseph P. Simmons, “Internal and External Uncertainty.” *In prep for initial submission*. (* shared authorship)
7. **Hu, Beidi** and Joseph P. Simmons, “The Effect of Providing a Belief Distribution on Advice-taking.” *Data collection in progress*.

CONFERENCE PRESENTATIONS

(Only talks and posters as presenter are listed.)

Paper Presentations

1. **Hu, Beidi**, Alice Moon, and Eric VanEpps (March 2023), “Choice Set Size Neglect in Predicting Others’ Preferences,” Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, San Juan, Puerto Rico.

2. **Hu, Beidi**, Siyuan Yin, and Alice Moon (February 2023), “When Goods Were Odds: Do People Evaluate the Same Option Differently if it was Previously Uncertain?” Student flash talk presented at the *Society for Personality and Social Psychology (SPSP)* Judgment and Decision-Making Pre-conference, Atlanta, GA.
3. **Hu, Beidi**, Alice Moon, and Eric VanEpps (October 2022), “Choice Set Size Neglect in Predicting Others’ Preferences,” Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Denver, CO.
4. **Hu, Beidi** and Joseph P. Simmons (March 2022), “Distribution Builder vs. Slider Scales: What is the Best Way to Elicit Belief Distributions?” Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, Virtual.
5. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (March 2022), “How Should Time Estimates be Structured to Increase Consumer Satisfaction?” Talk presented at the *Society for Consumer Psychology (SCP)* Annual Conference, Virtual.
6. **Hu, Beidi** and Joseph P. Simmons (February 2022), “Does Providing a Belief Distribution Truly Reduce Overconfidence?” Student flash talk presented at the *Society for Personality and Social Psychology (SPSP)* Judgment and Decision-Making Preconference, Virtual.
7. **Hu, Beidi** and Joseph P. Simmons (February 2022), “Does Providing a Belief Distribution Truly Reduce Overconfidence?” Talk presented at the *Society for Personality and Social Psychology (SPSP)* Annual Convention, Virtual.
8. **Hu, Beidi** and Joseph P. Simmons (October 2021), “Distribution Builder vs. Slider Scales: What is the Best Way to Elicit Belief Distributions?” Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Virtual.
9. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (October 2021), “How Should Time Estimates be Structured to Increase Consumer Satisfaction?” Talk presented at the *Association for Consumer Research (ACR)* Annual Conference, Virtual.
10. **Hu, Beidi** and Joseph P. Simmons (August 2021), “Does Providing a Belief Distribution Truly Reduce (Over)confidence?” Talk presented at the biennial conference on *Subjective Probability, Utility, and Decision Making (SPUDM)*, Virtual.

Poster Presentations

11. **Hu, Beidi** and Joseph P. Simmons (June 2022), “Does Providing a Belief Distribution Truly Reduce Overconfidence?” Poster presented at the Summer Institute on Bounded Rationality, Berlin, Germany.
12. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (February 2022), “[How Should Time Estimates be Structured to Increase Consumer Satisfaction?](#)” Poster presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.
13. **Hu, Beidi** and Joseph P. Simmons (February 2022), “[Does Providing a Belief Distribution Truly Reduce Overconfidence?](#)” Poster presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.
14. **Hu, Beidi** and Joseph P. Simmons (December 2020), “[What is the Best Way to Elicit Belief Distributions?](#)” Poster presented at the *Society for Judgment and Decision Making (SJDM)* Annual Conference, Virtual.

Chaired Symposium

15. **Hu, Beidi** (February 2022), “Better Decision Processes for Better Decision Making” Symposium presented at the *Society for Personality and Social Psychology (SPSP)* Annual Convention, Virtual.

GRANTS AND AWARDS

Wharton AI and Analytics for Business Grant	
• Awarded for “AI Decision Aids and Metacognition”	2023
Wharton Baker Retailing Center Research Grant	
• Awarded for “Opportunities and Risks in Belief Distribution Elicitations”	2023
Wharton Mack Institute for Innovation Management Fellowship	
• Awarded for “AI Decision Aids and Metacognition”	2023
• Awarded for “Opportunities and Risks in Belief Distribution Elicitations”	2023
• Awarded for “Understanding the Downstream Consequences of Play to Earn”	2022
Wharton Russell Ackoff Doctoral Fellowship in Risk Management	
• Awarded for “Investigating the Antecedent and Consequence of Perceived Uncertainty”	2022
• Awarded for “Subjective Belief Distributions for Uncertain Events”	2021
• Awarded for “Intuitive Perception of Interval Estimates”	2020
Wharton Doctoral Program George James Term Fund	2022
Selected Participant, Summer Institute on Bounded Rationality, Max Planck Inst., Berlin	2022
Wharton Doctoral Fellowship	2019 – 2023
University of Pennsylvania Dean’s List	2015 – 2019
Penn Undergraduate Research Mentoring Grant	2016
Penn German Department Undergraduate Book Award	2016
German Educational Exchange Service (KMK-PAD) Fellowship	2013
International German Olympiad Scholarship	2012
Champion of National German Olympiad	2011

TEACHING AND MENTORING

Guest Lecturer , The Wharton School, University of Pennsylvania	2023
• Decision Processes (UG): Guest Lecture on “Algorithms”	
• Consumer Behavior (UG): Research Presentation	
• Business Research (UG): Guest Lecture on “Experiments”	
Instructor/Mentor , The Wharton School, University of Pennsylvania	2020 – Present
• Judgment and Decision Making Research Immersion (UG) - 6 semesters	
• Pre-Doctoral Directed Reading Program (UG)	
• Research mentor for Penn undergraduate students: Oliver Zou (2020), Jake Flancer (2021), Gregoria Fiorentino (2021), Ruby Chen (2022), Brianna Geng (2023), Maria Rojas (2023), Jillian Pope (2023)	
Teaching Assistant , The Wharton School, University of Pennsylvania	2018 – Present
• Managerial Decision Making (MBA) - 3 semesters	

- Managerial Decision Making (EMBA) - 2 semesters

Tutor, University of Pennsylvania

2016 – 2017

- Introductory Microeconomics & Macroeconomics (UG) - 4 semesters

SERVICE, LEADERSHIP, AND AFFILIATION

Refereeing Service

Conference Reviewer: Society for Consumer Psychology (SCP); Association of Consumer Research (ACR); Subjective Probability, Utility, and Decision Making (SPUDM); Wharton-INSEAD Doctoral Consortium

Competition Reviewer: Society for Personality and Social Psychology (SPSP)

Service and Leadership at Wharton

Co-organizer, 11th Wharton-INSEAD Doctoral Consortium 2022

DEI Program Mentor, Wharton Doctoral Council 2022 – Present

Peer Mentor, Wharton Doctoral Council 2021 – Present

Ph.D. Student Advisory Board, Wharton Pre-Doctoral Directed Reading Program 2021

Professional Affiliation

Society for Judgment and Decision Making (SJDM); Society for Consumer Psychology (SCP); Association for Consumer Research (ACR); Society for Personality and Social Psychology (SPSP); European Association for Decision Making (EADM)

SELECTED PRIOR EXPERIENCE

University of Pennsylvania

- Research Assistant, **Operations, Information and Decisions** 2018 – 2019
- Research Assistant, **The Lauder Institute** 2017
- Research Assistant, **Germanic Languages and Literatures** 2016

Joint US-China Collaboration on Clean Energy

- Research Consultant 2017

SKILLS

Computational: STATA, R, MATLAB, Qualtrics, \LaTeX

Languages: Fluent in English, Mandarin, and German

Art: A Cappella ([link to album](#)), Classical Piano (level 9 certified), Pencil Sketch (level 8 certified)