

BEIDI HU

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EDUCATION

The Wharton School, University of Pennsylvania Expected 2024
Ph.D. Candidate in Decision Processes
Dissertation Committee: Joseph Simmons, 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, Belief Distributions, Consumer Predictions

PUBLISHED AND WORKING PAPERS

(* denotes shared authorship)

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?”
3. **Hu, Beidi** and Joseph P. Simmons, “Different Methods Elicit Different Belief Distributions”
4. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst, “How Should Time Estimates be Structured to Increase Customer Satisfaction?”

SELECTED WORK IN PROGRESS

- “Choice Set Size Neglect” (with Alice Moon and Eric VanEpps).
- “Internal and External Uncertainty” (with Celia Gaertig and Joseph P. Simmons).
- “Universal Lumping” (with Joseph P. Simmons and Ellie J. Kyung).
- “Moral Licensing: An Empirical Audit and Review” (with Kristin Donnelly, Leif D. Nelson, Don A. Moore, and 22 others).

CONFERENCE PRESENTATIONS

(includes only presentations that I give)

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?” Flash talk presented at the *Society for Personality and Social Psychology (SPSP)* Judgment and Decision-Making Preconference, 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 (June 2022), “Does Providing a Belief Distribution Truly Reduce Overconfidence?” Poster presented at the Summer Institute on Bounded Rationality, Berlin, Germany.
5. **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.
6. **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.
7. **Hu, Beidi** and Joseph P. Simmons (February 2022), “Does Providing a Belief Distribution Truly Reduce Overconfidence?” Flash talk presented at the *Society for Personality and Social Psychology (SPSP)* Judgment and Decision-Making Preconference, Virtual.
8. **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.
9. **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.
10. **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.
11. **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.
12. **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.
13. **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.
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.

GRANTS AND AWARDS

Graduate Level

Wharton Doctoral Program George James Term Fund	2022
Selected Participant, Summer Institute on Bounded Rationality, Max Planck Inst., Berlin	2022
Wharton Mack Institute for Innovation Management Fellowship	
<ul style="list-style-type: none"> • 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 Fellowship 2019 – 2023

Prior to Graduate

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 EXPERIENCE

Instructor/Mentor, The Wharton School, University of Pennsylvania Aug 2020 – Present

- Undergraduate Judgment and Decision Making Research Immersion (6 semesters)
- Pre-Doctoral Directed Reading Program
- Mentor for Penn undergrad/post-bacc students: Oliver Zou (2020), Jake Flancer (2021), Gregoria Fiorentino (2021), Ruby Chen (2022), Brianna Geng (2023), Maria Rojas (2023)

Guest Lecturer, The Wharton School, University of Pennsylvania

- Undergraduate Decision Processes (Instructor: Alice Moon) Spring 2023
- Undergraduate Consumer Behavior (Instructor: Marissa Sharif) Spring 2023
- Undergraduate Research Methods in Business (Instructor: Iwan Barankay) Spring 2023

Teaching Assistant, The Wharton School, University of Pennsylvania Aug 2018 – Present

- MBA Managerial Decision Making (Instructor: Joseph Simmons; 3 semesters)
- Executive MBA Managerial Decision Making (Instructor: Joseph Simmons; 2 semesters)

Tutor, University of Pennsylvania Jan 2016 – Dec 2017

- Undergraduate Introductory Microeconomics / Macroeconomics (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)

Chaired Conference Session

Better Decision Processes for Better Decision Making, SPSP Annual Convention 2022

Service and Leadership at Wharton

Co-organizer, 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)

PRIOR RESEARCH 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)