

# Curriculum Vita

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## **Education**

B.A., University of California, Irvine, 1969. Program of Mathematical and Computer Models in the Behavioral Sciences.

M.A., University of California, Irvine, 1972. Psychology.

Ph.D., University of California, Irvine, 1973. Psychology.

Dissertation: Contingent Information-Processing in Decision-Making Under Risk: The Role of the Basic Risk Dimensions.

## **Professional Experience**

- 1992- Joseph J. Ruvane, Jr. Professor of Business Administration, Duke University.  
Professor of Psychology, Professor of Law, and Research Professor in Statistics and Decision Sciences, Duke University.
- 2005-2010 Member, Board of Directors, Duke Corporate Education
- 2009 Visiting Fellow, Business School, Columbia University, Spring 2009.
- 2004-2007 Deputy Dean (04-06) and Senior Advisor to the Dean (06-07), Fuqua School of Business, Duke University.
- 2000-2002 Deputy Dean, Fuqua School of Business, Duke University.
- 1999-2000 Senior Associate Dean for Faculty and Research, Fuqua School of Business, Duke University.

- 1985-1996 Area Coordinator: Management and Organizational Behavioral Faculty, Fuqua School of Business.
- 1996-1997 Member, Environmental Protection Agency, Science Advisory Board subcommittee on Valuation.
- 1983-1992 Professor of Business Administration, Duke University.
- Member, Decision, Risk, and Management Science Program Panel, National Science Foundation, 1989-1991.
- Member, National Research Council Panel on Taxpayer Compliance Behavior, 1984-1986.
- 1991- Visiting Professor of Business, Graduate School of Management, University of California, Irvine.
- 1977-1983 Associate Professor of Business Administration, Fuqua School of Business Duke University.  
Director, Ph.D. Program, Fuqua School of Business, Duke University, 1980-1983.
- Visiting Associate Professor of Marketing, Graduate School of Business, University of Chicago, Spring, 1981.
- 1975-1977 Assistant Professor of Behavioral Sciences and Marketing, Graduate School of Business, University of Chicago, Chicago, Illinois.
- 1974-1975 Visiting Assistant Professor of Psychology, Carnegie-Mellon University, Pittsburgh, Pennsylvania.
- 1973-1974 Postdoctoral Fellow in Cognitive Psychology Carnegie-Mellon University.
- 1973- Lecturer in Psychology, University of California, Irvine (Spring Quarter).
- 1969-1973 Postgraduate Research Psychologist, Research Assistant, University of California, Irvine.

### **Awards and Honors**

- President, Judgment and Decision Society, 2005-2006.
- Leo Melamed Prize, University of Chicago, 2000.
- Fellow, American Psychological Association, 2007

Fellow, American Psychological Society, 1995

North Carolina NationsBank Outstanding Faculty Award, Fuqua School of Business, October, 1987.

### **Current and Past Editorial Boards**

Management Science

Journal of Risk and Uncertainty

Journal of Behavioral Decision Making

Journal of Forecasting

Journal of Consumer Research

Journal of Behavioral Finance

### **Publications**

#### **Books**

1. Carroll, J.S., and Payne, J.W. (Eds.) (1976). Cognition and Social Behavior. Hillsdale, N.J.: Erlbaum.

Reviewed in Science, June 13, 1977, Contemporary Psychology 1978.

2. Payne, J.W., & Bettman, J.R., and Johnson, E.J. (1993). The Adaptive Decision Maker Cambridge University Press.

Reviewed in Contemporary Psychology, 1994, Interfaces, 1994, American Journal of Psychology, 1995, Journal of Behavioral Decision Making, 1995, Journal of Mathematical Psychology, 1995.

3. Luce, M.F., Bettman, J.R., and Payne J.W. (2001) "Tradeoff Difficulty: Determinants and Consequences for Consumer Decisions, Monographs of the Journal of Consumer Research.

4. Sunstein, C.R., Hastie, R., Payne, J.W., Schkade, D.A., and Viscusi, W.K. (2002) Punitive Damages: How Juries Decide," University of Chicago Press.

#### **Research Papers**

5. Braunstein, M.L., and Payne, J.W. (1968). Perspective and the rotating trapezoid. Journal of the Optical Society of America, 58, 299-403.

6. Braunstein, M.L. and Payne, J.W. (1968). Slant perception in rotated grid patterns. Proceedings of the 76th Annual Convention, American Psychological Association.
7. Braunstein, M.L., and Payne, J.W. (1969). Perspective and form ratio as determinants of relative slant judgments, Journal of Experimental Psychology, 81, 584-590.
8. Payne, J.W., and Braunstein, M.L. (1971). Preferences among gambles with equal underlying distributions. Journal of Experimental Psychology, 87, 13-18.
9. Payne, J.W. (1973). Alternative approaches to decision-making under risk: Moments vs. risk dimensions. Psychological Bulletin, 80, 439-453.
10. Payne, J.W. (1975). Relation of perceived risk to preferences among gambles. Journal of Experimental Psychology: Human Perception and Performance, 1, 86-94.
11. Carroll, J.S., and Payne, J.W. (1976). The psychology of the parole decision process. Chapter in J.S. Carroll and J.W. Payne (Eds.), Cognition and social behavior. Potomac, Maryland: Lawrence Erlbaum Associates.
12. Payne, J.W. (1976). Heuristic search processes in decision making. In B.B. Anderson (Ed.), Advances in Consumer Research, Vol. 3 (Proceedings of the Sixth Annual Conference of the Association for Consumer Research).
13. Payne, J.W. (1976). Task complexity and contingent processing in decision-making: An information search and protocol analysis. Organizational Behavior and Human Performance, 16, 366-387.
14. Staelin, R., and Payne, J.W. (1976). Studies of information-seeking behavior of consumers. Chapter in J.S. Carroll and J.W. Payne (Eds.), Cognition and social behavior. Potomac, Maryland: Lawrence Erlbaum Associate.
15. Carroll, J.S., and Payne, J.W. (1977). Crime, seriousness, recidivism risk, and causal attributions in judgments of prison term by students and experts, Journal of Applied Psychology. 72, 595-602.
16. Carroll, J.S., and Payne, J.W. (1977). Judgments about crime and the criminal: A model and a method for investigating parole decisions. Chapter in B.D. Sales (Ed.), Perspectives in law and psychology. Volume I: The criminal justice system. New York, NY: Plenum.
17. Payne, J.W., and Ragsdale, E.K.E. (1978). Verbal protocols and direct observation of supermarket shopping behavior: Some findings and a discussion of methods. In H.K. Hunt (Ed.), Advances in Consumer Research, Vol. 5 (Proceedings of the Eighth Annual Conference of the Association for Consumer Research), 571-577.
18. Payne, J.W., Braunstein, M.L., and Carroll, J.S. (1978). Exploring predecisional

- behavior: An alternative approach to decision research. Organizational Behavior and Human Performance, 22, 17-44.
19. Payne, J.W., and Braunstein, M.L. (1978). Risky choice: An examination of information acquisition behavior, Memory & Cognition, 6, 554-561.
  20. Payne, J.W. (1979). Discussion of "Human cognition in accounting: A preliminary analysis" (By R. Bhaskar & Jesses Dillard). In Thomas J. Burns (Ed.), Behavioral Experiments in Accounting II.
  21. Crum, R., Laughhunn, D., & Payne, J.W. (1980). Risk preference: Empirical evidence and its implications for capital budgeting. In Frans G.J. Derkinderen and Roy L. Crum, editors, Financing Issues in Corporate Project Selection, Nyenrode Studies in Business, Boston: Martinus Nyhoff.
  22. Payne, J.W. (1980). Information processing theory: Some concepts and methods applied to decision research. In T. Wallsten (Ed.), Cognitive processes in choice and decision behavior. Hillsdale, N.J.: Lawrence Erlbaum.
  23. Payne, J.W., Laughhunn D., & Crum, R. (1980). Translation of gambles and aspiration level effects in risky choice behavior. Management Science, 26, 1039-1060.
  24. Laughhunn, D.J., Payne, J.W., & Crum, R. (1980). Managerial risk preferences for below-target returns. Management Science, 26, 1238-1249.
  25. Crum, R., Laughhunn, D.J., & Payne, J.W. (1981). Risk-Seeking behavior and its implications for financial models. Financial Management, Winter 20-27.
  26. Payne, J.W., Laughhunn, D.J., & Crum, R. (1981). Further tests of aspiration level effects in risky choice. Management Science, 27, 953-958.
  27. Payne, J.W. (1982). Applications of information processing and decision theories: A discussion. In G.R. Ungson and D.N. Braunstein (Eds.), New Directions in Decision Making: An Interdisciplinary Approach to the Study of Organization, Boston: Kent.
  28. Huber, J., Payne, J.W., & Puto, C. (1982). Adding asymmetrically-dominate alternatives: Violations of regularity and the similarity hypothesis. Journal of Consumer Research, 9, 90-98.  
(Awarded the First (2002) JCR award for long-term contribution to consumer research.)
  29. Payne, J.W. (1982). Contingent decision behavior. Psychological Bulletin, 92, 382-402.
  30. Laughhunn, D.J., Crum, R.L., & Payne, J.W. (1983). Risk attitudes and competition in the telecommunications industry. The Bell Journal of Economics, 14, 517-521.

31. Laughhunn, D.J. & Payne, J.W. (1984). The impact of sunk outcomes on risky choice behavior. INFOR (Canadian Journal of Operational Research and Information Processing), 22, 151-181.
  32. Payne, J.W., Laughhunn, D.J., & Crum, R. (1984). Multi-attribute risky choice behavior: The editing of complex prospects. Management Science, 30, 1350-1361.
  33. Payne, J.W. (1985). Psychology of risky decisions. In G. Wright (Ed.), Behavioral Decision Making, London, Plenum.
  34. Johnson, E.J. & Payne, J.W. (1985). Effort and accuracy in choice. Management Science, 31, 395-414.
  35. Johnson, E.J. & Payne, J.W. (1986). The decision to commit a crime: An information processing analysis. In D. Cornish & R. Clark (Eds.), The Reasoning Criminal: Rational Choice Perspectives of Offending (pp. 170-185). New York: Springer-Verlag.
  36. Magat, W.A., Payne, J.W., & Brucato, Jr. P.F. (1986). How important is information format? An experimental study of home energy audit programs. Journal of Policy Analysis & Management, 6, 20-34.
  37. Bettman, J.R., Payne, J.W., & Staelin, R. (1986). Cognitive considerations in designing effective labels for presenting risk information. Journal of Public Policy and Marketing, 5, 1-28. (A shorter and revised version of this paper entitled "Guidelines for designing an effective labeling system: Cognitive considerations in presenting risk information" appears in K. Viscusi & W. Magat (Eds.), Hazardous Product Labeling and Precautionary Behavior, Harvard University Press. (1987).
- Nominated for best article published in Volumes 1-5 of the journal, 1992.
38. Simonson, I. Huber, J. Payne, J.W. (1988). The relationship of prior brand knowledge and information acquisition order. Journal of Consumer Research, 14, 566-578.
  39. Johnson, E.J., Payne, J.W., & Bettman, J.R. (1988). Information displays and preference reversals. Organizational Behavior and Human Decision Processes, 42, 1-21.
  40. Payne, J.W., Bettman, J.R., & Johnson, E.J. (1988). Adaptive strategy selection in decision making. Journal of Experimental Psychology: Learning, Memory, and Cognition, 14, 534-552.
  41. Payne, J.W. (1990). Rationality in decision making: A commentary. In I. Horowitz (Ed.), Organization and Decision Theory, (pp. 165-170), Norwell, Mass: Kluwer-Nijhoff.

42. Bettman, J.R., Johnson, E.J., & Payne, J.W. (1990). A componential analysis of cognitive effort in choice. Organizational Behavior and Human Decision Processes, 45, 111-139.
43. Creyer, E.H., Bettman, J.R., & Payne, J.W. (1990). Adaptive decision behavior: The impact of accuracy and effort feedback and goals on decision processes. Journal of Behavioral Decision Making, 3, 1-16.
44. Payne, J.W., Bettman, J.R., & Johnson, E.J. (1990). The adaptive decision-maker: Effort and accuracy in choice. In R. Hogarth (Ed.), Insights in Decision Making: A Tribute to Hillel J. Einhorn, University of Chicago Press. Reprinted in W.H. Goldstein & R.M. Hogarth (Eds.) Research on judgment and decision making. Cambridge University Press, 1997.
45. Payne, J.W., Johnson, E.J., Bettman, J.R., & Coupey, E. (1990). Understanding contingent choice: A computer simulation approach. IEEE Transactions on Systems, Man, and Cybernetics, 20, 296-309.
46. Bettman, J.R., Johnson, E.J., & Payne, J.W. (1991). Consumer decision making. In T.S. Robertson & H.H. Kassarian (Eds.), Handbooks of Consumer Theory and Research, Prentice-Hall.
47. Carroll, J.S. & Payne J.W. (1991). An information processing approach to two-party negotiations. In M. Bazerman, B. Sheppard & R. Lewicki (Eds.), Research on Negotiations and Organizations, Vol. 3, Greenwich, CT: JAI Press.
48. Payne, J.W., Bettman, J.R., & Johnson, E.J. (1992). Behavioral decision research: A constructive processing perspective. Annual Review of Psychology, 43, 87-131.
49. Payne, J.W., Bettman, J.R., Coupey, E., & Johnson, E.J. (1992). A constructive process view of decision making: Multiple strategies in judgment and choice. (Paper prepared for the thirteenth research conference on subjective probability, utility, and decision making, Fribourg, Switzerland, August, 1991). Acta Psychologica, 80, 107-141.
50. Johnson, E.J., Payne, J.W., & Bettman, J.R. (1993). Adapting to time constraints. In O. Svenson and J. Maule (Eds.), Time Pressure and Stress in Judgment and Decision Making. N.Y.: Plenum
51. Payne, J.W., Bettman, J.R., & Johnson, E.J. (1993). The use of multiple strategies in judgment and choice. In J. Castellan (Ed.), Individual and Group Decision Making, N.J.: Lawrence Erlbaum.
52. Bettman, J.R., Johnson, E.J., Luce, M.F., & Payne, J.W. (1993). Correlation, conflict, and choice. Journal of Experimental Psychology: Learning, Memory, and Cognition, 19, 931-951.

53. Schkade, D.A., & Payne, J.W. (1994). How people respond to contingent valuation questions: A verbal protocol analysis of willingness-to-pay for an environmental regulation. Journal of Environmental Economics and Management, 26, 88-109. (An earlier, less extensive and substantially different version of this paper appears in J. Hausman (Ed.), Contingent Valuation: A Critical Appraisal. Elsevier Science Publishers, 1993, under the title "Where do the numbers come from: How people respond to contingent valuation questions.")
54. Payne, J.W. & Bettman, J.R. (1994). The costs and benefits of alternative measures of search behavior: Comments on Beckenholt and Hynan. Journal of Behavioral Decision Making, 7, 119-122.
55. Payne, J.W., Bettman, J.R., Johnson, E.J., & Luce, M.F. (1995). An information processing perspective on choice. In J.R. Busemeyer, R. Hastie, & D. Medlin (Eds.), Decision Making From the Perspective of Cognitive Psychology, Academic Press, pp 137-175.
56. Smith, V.K., Desvousges, W.H., & Payne, J.W. (1995). Do risk information programs promote mitigating behavior? Journal of Risk and Uncertainty, 10, 203-222.
57. Bettman, J.R., Johnson, E.J., & Payne, J.W. (1995). A perspective on using computers to monitor information acquisition. In F. Kader, M. Sujan (Eds.), Advances in Consumer Research, 22, 49-51.
58. Payne, J.W., Bettman, J.R., & Luce, M.F. (1996). When time is money: Decision behavior under opportunity-cost time pressure. Organizational Behavior and Human Decision Processes, 66, 131-152.
59. Payne, J.W. (1996). The Scarecrow's search: A cognitive psychologist's perspective on organizational decision making. In Z. Shapira (Ed.), Organizational Decision Making, New York: Cambridge University Press, 353-374.
60. Luce, M.F., Bettman, J.R. & Payne, J.W. (1997). Choice processing in emotionally difficult decisions. Journal of Experimental Psychology: Learning, Memory & Cognition, 23, 384-405.
61. Payne, J.W., Bettman, J.R., & Luce, M.F. (1997). Behavioral decision research: An overview. In M. Birnbaum (Ed.), Handbook of Perception and Cognition: Measurement, Judgement and Decision Making, vol. 3. Academic Press, 303-359.
62. Shiv, B., Edell, J.A., & Payne, J.W. (1997). Factors affecting the impact of negatively and positively framed ad messages. Journal of Consumer Research.

63. Coupey, E., Irwin J.R., & Payne, J.W. (1998). Product Category Familiarity and Preference Construction. Journal of Consumer Research.
64. Hastie, R., Schkade, D., & Payne, J.W. (1998). A study of juror and jury judgments in Civil Cases: Deciding liability for punitive damages. Law and Human Behavior, 22,287-314.
65. Bettman,J.R., Luce, M.F., & Payne, J.W. (1998). Constructive consumer choice processes. Journal of Consumer Research, 25, 187-217. Winner 2000 Leo Melamed Prize. To be reprinted in French in Recherche et Applications en Marketing, 15, 2, June 2000.
- Reprinted in Comportement du Consommator: Présentation de Textes Choisis, Economica.
- Recipient of Leo Melamed Prize for outstanding scholarship, awarded by the editors of The Journal of business for the most significant research by business school faculty other than the University of Chicago, 2000.
- Finalist for the 1998 JCR Best Article Award.
66. Luce, M.F., Payne, J.W., & Bettman, J.R. (1999). Emotional trade-off difficulty and choice. Journal of Marketing Research, 36, 143-159.
67. Hastie,R., Schkade, D.A., & Payne, J.W. (1999). Juror judgments in civit cases : Effects of plaintiff's requests and plaintiff's identity on punitive damage awards. Law and Human Behavior, 23, 445-470.
68. Hastie, R., Schkade, D.A. & Payne, J.W. (1999). Juror judgments in civil cases : Hindsight effects on liability judgments for punitive damages. Law and Human Behavior, 23, 597-614.
69. Payne, J.W., Bettman, J.R., & Schkade, D.A. (1999). Measuring constructed preferences: Towards a building code. Journal of Risk and Uncertainty, 19, 243-270.
70. Hastie, R., Schkade, D.A., & Payne, J.W. (1999). Reply to Vidmar. Law and Human Behavior, 23, 715-718.
71. Luce, M.F., Bettman, J.R. & Payne, J.W. (2000). Attribute identifies matter: Subjective perceptions of attribute characteristics. Marketing Letters, 11, 103-116.
72. Luce, M.F., Payne, J.W., & Bettman, J.R. (2000). Coping with unfavorable attribute values in choice. Organizational Behavior and Human Decision Processes, 81,274-299.
73. Luce, M.F., Bettman, J.R., & Payne, J.W. (2000). Minimizing negative emotion as a decision goat: Investigating emotional trade-off difficulty. In R. Ratneswar, D. Mich &

- C. Huffman (Eds), The Why of Consumption. Routledge. 59-80.
74. Payne, J.W., Schkade, D.A., Desvousges, W.H., & Aultman, C. (2000). Valuation of multiple environmental programs. Journal of Risk and Uncertainty, 21, 95-115.
75. Payne, J.W. & Bettman, J.R. (2001). Preferential choice and adaptive strategy use. In G. Gigerenzer & R. Selten (Eds.) Bounded Rationality: The Adaptive Toolbox. MIT Press, 123-145.
76. Luce, M.F., Payne, J.W. & Bettman, J.R. (2001) The impact of emotional tradeoff difficulty on decision behavior. In J. Baron, E. Weber & G. Loomes (Eds.) Conflict and Tradeoffs in Decision Making, Cambridge University Press, 86-109.
77. Luce, M.F., Payne, J.W., & Bettman, J.R., (2001). The emotional nature of decision trade-offs. In S. Hoch & H. Kunreuther (Eds.) Wharton on Making Decisions, 17-35.
78. Payne, J.W., & Bettman, J.R. (2002). Choice selection. In L. Nadel (Ed.) The Encyclopedia of cognitive Science, Nature Publishing Group.
79. Shiv, B., Edell, J. A., & Payne, J. W. (2004). Does elaboration increase or decrease the effectiveness of negatively versus positively framed messages? Journal of Consumer Research, 31, 199-208.
80. Payne, J. W., & Bettman, J. R. (2004). Walking with the scarecrow: The information-processing approach to decision research. In N. Harvey and D. Koehler (Eds.) Blackwell Handbook of Judgment and Decision Making.
81. Payne, J.W. (2005). It is whether you win or lose: The importance of the overall probabilities of winning or losing in risky choice. Journal of Risk and Uncertainty, 30, 5-19.
82. Cox, J.D., & Payne, J.W. (2006). Mutual funds expense disclosures: A behavioral perspective. Washington University Law Quarterly, 83.
83. Cavanaugh, L.A., Bettman, J.R., Luce, M.F., & Payne, J.W. (2007). Appraising the appraisal – tendency framework. Journal of Consumer Psychology, 17, 169-173.
84. Amaldoss, W., Bettman, J.R., & Payne, J. W., (2008). Biased but efficient: An Investigation of Coordination facilitated by asymmetric dominance. Marketing Science, 27, 903-921.
85. Bettman, J. R., Luce, M. F., & Payne, J. W. (2008). Consumer decision making: A choice goals framework. In C. Haugtvedt, P. Kerr, and F. Kardes (eds.), Handbook of Consumer Psychology, Lawrence Erlbaum, 589-610.
86. Bettman, J. R., Luce, M. F., & Payne, J. W. (2008). Preference construction and

- preference stability: Putting the pillow to rest. Journal of Consumer Psychology, 18, 170-174.
87. Payne, J. W., Samper, A., Bettman, J. R., & Luce, M. F. (2008). Boundary conditions on unconscious thought in decision making. Psychological Science, 19, 1118-1123.
  88. Heuttel, S. A., & Payne, J. W. (2009). Integrating neural and decision sciences: Convergence and constraints. Journal of Marketing Research, 46, 14-17.
  89. Venkatraman, V., Payne, J. W., Bettman, J. R., Luce, M. F., & Heuttel, S. A. (2009). Separate neural mechanisms underlie choices and strategic preferences in risky decision making. Neuron, 62, 593-602.
  90. Venkatraman, V., Payne, J.W. and Huettel, S.A. Neuroeconomics of Risky Decisions: From Variables to Strategies. Attention and Performance Volume on Decision Making (In press).
  91. Payne, J.W., and Venkatraman, V. Opening the Blackbox: Process Tracing in Decision Research. In Shulte-Mecklenbeck, M., Kuhberger, A. and Ranyard, R. (Eds.), Handbook of Process Tracing Methods in Decision Making (2011).
  92. Payne, J. W. Investment Committee Decisions: Benefits, Pitfalls, and Improvements. In A. Wood (Ed.) Perspectives on Behavioral Finance, CFA Institute Research Monograph. (In press).
  93. Vinod Venkatraman, Scott Huettel, Lisa Chuah, John Payne, and Michael Chee Sleep Deprivation Biases the Neural Mechanisms Underlying Economic Preferences, Journal of Neuroscience, (In press).

### **Book Reviews**

94. Payne, J.W. (1976). Developing models of decision behavior or fitting decision behavior into models? Review of Human judgment and decision process. M.F. Kaplan and S. Schwartz, (Eds.), Contemporary Psychology, 21, 728-729.
95. Payne, J.W. (1994). Thinking aloud: Insights into information processing. Psychological Science. (Featured review of Ericsson and Simon's Protocol Analysis: Verbal Reports as Data, 5, 241-248.

### **Working Papers**

96. A Process Tracing Study of Risky Decision Making: Examples of Protocols and Comments. Complex Information Processing Working Paper No. 274, Carnegie-Mellon University, Pittsburgh, September 1974.
97. Task Complexity and Contingent Processing in Decision Making: A Replication and

- Extension to Risky Choice. Working Paper - Graduate School of Business, University of Chicago, 1976.
98. Residential Energy Conservation Behavior: Literature Review and Hypotheses. Working Paper, Duke University, March 1982. With Wesley Magat, Chris Puto, and Bart van Dissell.
  99. A Personalized and Prescriptive Attach Planning Decision Aid. Technical Report 82-4. Decision Science Consortium, July 1982. With Marvin S. Cohen, Robert C. Bromage, James O. Chinnis, Jr., and Jacob W. Ulvila.
  100. Monitoring Information Processing and Decisions: The Mouselab System. Working Paper. Center for Decision Studies, Duke University, February, 1986. (Revised, September, 1988, 1991). With Eric J. Johnson, David A. Schkade, and James R. Bettman.
  101. Executive Risk Taking: The Role of Aspiration Levels. Working Paper. Center for Decision Studies. Duke University, March, 1986.
  102. Risk Analysis, Risk Communication and Risky Decision Making. Report Prepared for the Applied Risk Communication Workshop. U.S. Army Corp of Engineers. Vanderbilt University, 1994.
  103. Magnitude Versus All-or-None Violation in Image theory's Compatibility Test. With Lehman Benson III and Lee Roy Beach. University of Arizona, 2001.
  104. How People Respond to Contingent Valuation Questions: A Verbal Protocol analysis of Question format, 2003. With David A. Schkade, William H. Desvousges, and Erin Fries, University of Texas.
  105. Beyond nudges: Tools of a choice architecture. With Eric J. Johnson, Suzanne Shu, Benedict Dellaert, Craig Fox, Daniel G. Goldstein, Gerald Haubl, Rick Larrick, Ellen Peters, David Schkade, Brian Wansink, and Elke Weber. 2010. Submitted to Marketing Letters. 2010.

### **Current Research**

Constructed Preferences  
Household Financial Decision Making  
Emotion and Decision Making.  
Risky Choice Behavior

### **Teaching Interests**

Decision Making

Organizational Behavior  
Consumer Behavior  
Human Resource Management  
Behavioral Finance

**Ph.D. Dissertations – Chair or Co-Chair**

Bart van Dissel  
Elizabeth Creyer  
Itamar Simonson  
Peter Nye  
Eloise Coupey  
Ellen Garbarino  
Mary Frances Luce  
Marlene Morris

**Executive Education/Consulting**

I have developed executive education programs and consulted for such firms as Glaxo, Chevron, and Exxon. I have also consulted for various projects supported by the United States Government.

**Professional Associations and Appointments**

Fellow, American Psychological Society  
Fellow, American Psychological Association  
Member, Institute of Management Sciences  
Member, Association for Consumer Research