

WENDY LIU

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ACADEMIC POSITIONS

Associate Professor (2013-Present): Rady School of Management, University of California San Diego

Assistant Professor (2010-2013): Rady School of Management, University of California San Diego

Assistant Professor (2006-2010): Anderson School of Management, University of California Los Angeles

EDUCATION

Stanford Graduate School of Business (*Ph.D., Marketing, Ph.D. Minor, Psychology, 2006*)

Stanford University (*MS, Management Science and Engineering, 2001*)

Stanford University (*BA, Economics, 1998*)

RESEARCH INTERESTS

Judgment and Decision Making, Social Relationships and Economic Transactions, Pro-Social Behavior, Emotions, Happiness

PUBLICATIONS

Claudia Townsend and Wendy Liu (2012), "Is Planning Good for You? The Differential Impact of Planning on Self Regulation," *Journal of Consumer Research*, 39 (4, December), 688-703.

David Gal and Wendy Liu (2011), "Grapes of Wrath: The Angry Effects of Self Control," *Journal of Consumer Research*, 38 (3, October), 445-458.

*Featured in *Time Magazine Healthland*

Wendy Liu and David Gal (2011), "Bringing Us Closer or Driving Us Apart: The Effect of Consumer Input on Propensity to Transact with an Organization," *Journal of Consumer Research*, 38 (2, August), 242-259.

Aner Sela, Jonah Berger, and Wendy Liu (2009), "Variety, Vice, and Virtue: How Assortment Size Influences Option Choice," *Journal of Consumer Research*, 35 (6, April), 941-951.

Wendy Liu (2008), "Focusing on Desirability: The Effect of Decision Interruption and Suspension on Preferences," *Journal of Consumer Research*, 35 (4, December), 640-652.

*Featured in *Business Week* (October 6, 2008), "The Pause that Upgrades".

Wendy Liu and Jennifer Aaker (2008), "The Happiness of Giving: The Time-Ask Effect," *Journal of Consumer Research*, 35 (3, October), 543-557.

*Featured in *The Wall Street Journal Market Watch*

Wendy Liu and Jennifer Aaker (2007), "Do You Look to the Future or Focus on Today? The Impact of Life Experience on Intertemporal Decisions," *Organizational Behavior and Human Decision Processes*, 102 (2, March), 212-225.

Dale Griffin, Wendy Liu, and Uzma Khan (2005), "A New Look at Constructed Choice Processes," *Marketing Letters*, 16, 321-333.

BOOK CHAPTER

Wendy Liu (2010), "The Benefits of Asking for Time," in Daniel Oppenheimer and Christopher Olivola (Eds.) *The Science of Charity: Experimental Approaches to the Study of Giving*, Taylor & Francis Publishers.

MANUSCRIPTS UNDER REVIEW

"Charitable Giving as Social Relationship," with Genevieve Hyewook Jeong, under revision at *Journal of Consumer Research*

"Risks, Interrupted," with Daniella Kupor and On Amir, under review at *Journal of Marketing Research*

RESEARCH IN PROGRESS

"Preferences: Interrupted," with Jonathan Levav and Daniella Kupor

"The Settling Heuristic: When Choice Conflict Is Good for Commitment," with Itamar Simonson

"When Choices Lead to Anger," with David Gal

"Advice and Status," with David Gal

"Organization Membership and Giving," with Hyewook Jeong

"Effect of Genetic Information on Decision Making," with Jessica Outlaw

"Future Connectedness and Conservation," with Elizabeth Keenan

INVITED TALKS

Kellogg School of Management, North Western University, May 2012
 University of Michigan Marketing, April 2012
 The Wharton School Decision Processes Colloquia, March 2012
 University of California San Diego Social Psychology, April 2011
 University of California Los Angeles Marketing Camp, May 2010
 NYU Stern, February 2010
 University of California San Diego, November 2009
 University of California Berkeley, November 2009
 Tsinghua University, China, 2009
 Hebrew University, Israel, 2008
 University of Haifa, Israel, 2008
 University of Chicago GSB, 2008
 Columbia University GSB, 2005
 NYU Stern, 2005
 Harvard Business School, 2005
 UC San Diego Rady School, 2005
 Singapore Management University, 2005

CONFERENCE PRESENTATIONS

--2013--

Society of Judgment and Decision Making (November 2013, Toronto, Canada): Risks, Interrupted (with Daniella Kupor and On Amir)

--2011--

Society of Consumer Psychology (February 2011, Atlanta, GA): Bringing Us Closer or Driving Us Apart: The Effect of Consumer Input on Propensity to Transact with an Organization (with David Gal)

--2010--

Association of Consumer Research (October 2010, Jacksonville, FL): Preferences, Interrupted (with Jonathan Levav)

Association of Consumer Research (October 2010, Jacksonville, FL): Is Planning Good for You? The Differential Impact of Planning on Behavior (with Claudia Townsend)

Society of Consumer Psychology (February 2010, St Pete's Beach, FL): Does Resisting Temptation Evoke Implicit Anger? (with David Gal)

--2009--

Society of Judgment and Decision Making (November 2009, Boston, MA): Does Resisting Temptation Evoke Implicit Anger? (with David Gal)

Association of Consumer Research (October 2009, Pittsburgh, PA): Does Resisting Temptation Evoke Implicit Anger? (with David Gal)

Association of Consumer Research (October 2009, Pittsburgh, PA): The Settling Effect of Conflict (with Itamar Simonson)

Association of Consumer Research (October 2009, Pittsburgh, PA): Charitable Giving as Social Relationship (with Genevieve Hyewook Jeong)

--2008--

Association of Consumer Research (October 2008, San Francisco, CA): The Happiness of Giving: The Time-Ask Effect (with Jennifer Aaker)

Association of Consumer Research (October 2008, San Francisco, CA): Variety, Vice, and Virtue: How Assortment Size Influences Option Choice (with Jonah Berger, Aner Sela)

Behavioral Decision Research in Management (April 2008, San Diego, CA): The Happiness of Giving: The Time-Ask Effect (with Jennifer Aaker)

Behavioral Decision Research in Management (April 2008, San Diego, CA): Preferences, Interrupted (with Jonathan Levav)

Society of Consumer Psychology (February 2008, New Orleans, LA): The Happiness of Giving: The Time-Ask Effect (with Jennifer Aaker)

Society of Personality and Social Psychology, JDM Preconference (January 2008, Albuquerque, NM): The Happiness of Giving: The Time-Ask Effect (with Jennifer Aaker)

--2007--

Society of Judgment and Decision Making (November 2007, Long Beach, CA): Variety, Vice, and Virtue: How Assortment Size Influences Option Choice (with Jonah Berger, Aner Sela)

Society of Judgment and Decision Making (November 2007, Long Beach, CA): Think Time (Not Money): Happiness Mindset Fosters Giving (with Jennifer Aaker)

Society of Consumer Psychology (February 2007, Las Vegas, NV): Focusing on Desirability: The Effect of Decision Interruption and Suspension on Preferences

--2006--

Society of Judgment and Decision Making (November 2006, Houston, TX): Focusing on Desirability: The Effect of Decision Interruption and Suspension on Preferences

Association of Consumer Research (September 2006, Orlando, FL): Focusing on Goals: The Effect of Decision Interruption and Suspension on Preferences (with Itamar Simonson)

Behavioral Decision Research in Management (June 2006, Santa Monica, CA): Focusing on the Prize: The Effect of Decision Interruption on Preferences

--2005--

Society of Judgment and Decision Making (November 2005, Toronto, Canada): Preference Testing: The Effect of Decision Making Context and Procedure on Consumer Purchase (with Itamar Simonson)

Association of Consumer Research European Conference (June 2005, Göteborg, Sweden): Preference Testing: How Preference Construction Facilitates Purchase (with Itamar Simonson)

Society of Consumer Psychology Conference (February 2005, St Pete's Beach, FL): Live Long and Live Well: Life Experience and Intertemporal Choice (with Jennifer Aaker)

--2004--

Association of Consumer Research Conference (October 2004, Portland, OR): Take It or Leave It? The Determinants of Preference Conviction (with Itamar Simonson)

TEACHING

Consumer Behavior (UCSD MBA), 2011, 2012, 2013

Consumer Behavior (UCSD PhD), 2012

Marketing Management (UCLA MBA core), 2007, 2008, 2009, 2010

Workshop on Non-Profit Marketing (Haifa University, Israel), 2008

UNIVERSITY SERVICE

--PhD Advising--

UCSD PhD Dissertation Committee Member: Elizabeth Keenan, Present

UCSD PhD Mentor: Jessica Outlaw, Silvia Saccardo, 2012-present

UCLA PhD Dissertation Oral Committee Member: Konark Saxena (Finance), December 2010

UCLA PhD Dissertation Committee Member: Claudia Townsend, defended May 2010

UCLA PhD Summer Paper Advisor: Inigo Gallo, submitted September 2009

UCLA PhD Third Year Paper Reader: Genevieve Hyewook Jeong, 2008

UCLA Marketing PhD Liaison, 2008-2009

--Undergraduate Advising--

UCSD Psychology Honors Thesis Advisor: Tian Tian Zhang, 2011

UCSD Psychology 199 Advisor, 2012-present

--Research Centers--

UCSD Rady Behavioral Lab Faculty Advisor: 2010-present

Principle Investigator of Subject Pool, UCLA Anderson School Behavioral Lab, 2006 – 2010

Faculty Member, UCLA Behavior Decision Making Group Workshop, 2007 – 2010

--Departmental Service--

UCSD Rady Faculty Recruiting Committee (Marketing Sub-committee) 2012

UCSD Rady Marketing Seminar Series Organizer, 2010-2011

UCLA Marketing Camp Organizer, 2010

UCLA Marketing PhD Admissions Committee Member, 2007, 2008, 2009
 UCLA Job Market Recruiting Committee Member, 2007, 2008, 2009
 UCLA Marketing PhD Liaison, 2008-2009

PROFESSIONAL SERVICE

--EDITORIAL REVIEW BOARD--

Journal of Consumer Research, 2009 to present

--AD HOC REVIEWER--

Journal of Marketing Research, 2013

Journal of Personality and Social Psychology 2013

Journal of Consumer Research, 2007, 2008, 2009

Journal of Consumer Psychology, 2010 – present

Organizational Behavior and Human Decision Processes, 2009 – present

Marketing Letters, 2008

Marketing Science Institute Dissertation Competition, 2007

Association for Consumer Research Conference, 2007 – present

Society of Consumer Psychology Conference, 2006 – present

European Marketing Association Conference, 2007 – present

--CONSORTIUM OR CONFERENCE COMMITTEE MEMBER--

Working Paper Co-Chair, Association for Consumer Research Conference, 2013

Doctorial Consortium, Society for Consumer Psychology Conference, 2013

Association for Consumer Research Conference, 2012

Society for Consumer Psychology Conference, 2012, 2013

Doctorial Consortium, Association for Consumer Research Conference, 2010

HONORS, AWARDS AND GRANTS

MSI Young Scholar, 2013

UCLA Anderson Price Center for Entrepreneurship Grant, 2009

UCLA Faculty Career Development Award, 2008

UCLA Anderson Marketing Center Grant, 2006-present

Sheth American Marketing Association Doctoral Consortium Fellow, 2004

Gerald Lieberman Fellowship, Stanford University, 2004

Stanford GSB Center for Electronic Business and Commerce Grant, 2004

Stanford GSB Interdisciplinary Research Grant, 2003-2006

Stanford GSB Fellowship, 2001-2006

Stanford Undergraduate Fellowship, 1994-1998

PROFESSIONAL MEMBERSHIPS

Association of Consumer Research

Society of Consumer Psychology

Society of Judgment and Decision Making