

UMA R. KARMARKAR

School of Global Policy and Strategy
Rady School of Management
University of California, San Diego

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GScholar h-index: 24, Citations: 4100

Academic and Employment History

Associate Professor, July 2023-present

Rady School of Management, University of California, San Diego
School of Global Policy and Strategy, University of California, San Diego

Assistant Professor, July 2017-2023

Rady School of Management, University of California, San Diego
School of Global Policy and Strategy, University of California, San Diego

Assistant Professor, July 2011-June 2017

Marketing Unit, Harvard Business School
Center for Brain Science (Affiliate), Harvard University

Ph.D., Consumer Behavior, June 2011

Graduate School of Business, Stanford University

Postdoctoral Fellow 2004-06

HW Neuroscience Institute, University of California Berkeley

Ph.D., Neuroscience, June 2004

University of California, Los Angeles

Neural Systems and Behavior Program, August 2000

Marine Biological Laboratory, Woods Hole, MA

B.S., Symbolic Systems (Neural Systems), March 1998

Stanford University

Research Interests

Consumer neuroscience, neuroeconomics, information processing, choice architecture, context-dependent value, uncertainty and ambiguity in decision-making, time perception.

Teaching

Faculty Instructor: Marketplace Behavior and Survey Design (2019-present)
School of Global Policy and Strategy, UCSD

Faculty Instructor: MBA Marketing Management (2018-present)
Rady School of Management, UCSD

Faculty Instructor: Marketing (2018-present)
School of Global Policy and Strategy, UCSD

Guest Speaker: Paper or Plastic: Reinventing Shelf Life in the Supermarket Landscape (2014-present)
Harvard Graduate School of Design

Course Designer: BZ 144-Needs Identification and Product Development
Minerva Schools at KGI

Faculty Instructor: MBA FIELD 3 (Design Thinking and Lean Startups 2016)
Harvard Business School

Faculty Instructor: MBA Marketing Core (2011-2013)
Harvard Business School

Faculty Advisor: MBA Individual Independent Projects/Fieldwork (2011-2015)
Harvard Business School

Reviewed Publications

Clithero, JA, Karmarkar, UR, Nave, G, & Plassmann, H. (2024) Reconsidering the path for neural and physiological methods in consumer psychology. *Journal of Consumer Psychology*, 34(1), 196-213. <https://doi.org/10.1002/jcpy.1397>

Lu T, Karmarkar UR, Venkatraman V. (2024) Planning-to-Binge: Time Allocation for Future Media Consumption. *Journal of Experimental Psychology: Applied* <https://doi.org/10.1037/xap0000482> (*In press*)

Karmarkar, UR. (2023) Gender differences in “optimistic” information processing in uncertain decisions. *Cogn Affect Behav Neurosci*, 23 (3), 827-837. <https://doi.org/10.3758/s13415-023-01075-7>

Karmarkar UR[†], Kupor D[†]. (2023). The unlikelihood effect: When knowing more creates the perception of less. *Journal of Experimental Psychology: General*, 152(3), 906–920. [†]Authors contributed equally to this work. <https://doi.org/10.1037/xge0001306>

Karmarkar UR, Carroll AL, Burke M, Hijikata S. (2021) Category Congruence of Display-Only Products Influences Attention and Purchase Decisions. *Frontiers in Neuroscience*, 1060.

Clithero J, Karmarkar UR, Hsu M. (2021) Toward an Integrative Conceptualization of Maladaptive Consumer Behavior. *Journal of the Association of Consumer Research*, 6(3), 334-341. <https://doi.org/10.1086/714364>

Dellaert, BG., Shu, SB, Arentze, TA, Baker, T., Diehl, K,... Karmarkar UR,... & Oppewal, H. (2020). Consumer decisions with artificially intelligent voice assistants. *Marketing Letters*, 1-13. doi: 10.1007/s11002-020-09537-5

Shenhav A, Karmarkar UR. (2019) Dissociable components of the reward circuit are involved in appraisal versus choice. *Scientific Reports*. 9(1), 1958 doi: 10.1101/172320

Karmarkar UR, Plassmann H. (2019) Consumer Neuroscience : Past, Present and Future. *Organizational Research Methods* 22(1), 174-195 doi:10.1177/1094428117730598. Published online 2017.

OConnor S, Sonn, A, Karmarkar, UR, Spencer RMC. (2018) Naps do not change delay discounting behavior in young adults. *Frontiers in Psychology*, 9, 921.

Shenhav A, Wolf C, Karmarkar UR. (2018) The evil of banality: When choosing between the mundane feels like choosing between the worst. *Journal of Experimental Psychology: General*. 147(12) 1892-1904. doi: 10.1037/xge0000433

Buckholtz JW, Karmarkar UR, Ye S, Brennan G, Baskin-Sommers A. (2017) Blunted ambiguity aversion during cost-benefit decisions in antisocial individuals. *Scientific Reports*, 7. doi:10.1038/s41598-017-02149-6

Karmarkar UR, Shiv B, Spencer, RMC. (2017) Should you sleep on it? The effects of overnight sleep on subjective preference-based choice. *Journal of Behavioral Decision Making*. 30(1), 70-79. doi: 10.1002/bdm.1921. Published online in 2015.

Karmarkar UR. (2017) The impact of 'display-set' options on decision-making. *Journal of Behavioral Decision Making* 30(3), 744-753. doi: 10.1002/bdm.1998

Karmarkar UR, Yoon C. (2016) Consumer neuroscience: Advances in understanding consumer psychology. *Current Opinion in Psychology* 10, 160-165. doi:10.1016/j.copsyc.2016.01.010

Peysakhovich A[†], Karmarkar UR[†]. (2015) Asymmetric effects of favorable and unfavorable information on decision-making under ambiguity. *Management Science* (62(8): 2163-2178 doi: dx.doi.org/10.1287/mnsc.2015.2233. (Authors contributed equally to this work)

Karmarkar UR, Shiv B, Knutson B. (2015) Cost conscious? The neural and behavioral impact of price primacy on decision-making. *Journal of Marketing Research* 52(4): 467-481.

Karmarkar UR, Bollinger B. (2015) BYOB: How bringing your own shopping bags leads to treating yourself and the environment. *(Lead article)* *Journal of Marketing* 79(4): 1-15.

Smidts A, Hsu M, Sanfey AG, Boksem, MA, Ebstein, RB, Huettel SA, Kable JW, Karmarkar UR, ... & Yoon, C. (2014). Advancing consumer neuroscience. *Marketing Letters*, 1-11.

Karmarkar UR. (2011) Defining the contributions of network clock models to millisecond timing. *Front. Integr. Neurosci.* 5:41.

Karmarkar UR, Tormala ZL. (2010) Believe me, I have no idea what I'm talking about: The effects of source certainty on consumer involvement and persuasion. *Journal of Consumer Research* 36(6):1033-49.

Spencer RMC, Karmarkar U, Ivry, RB. (2009) Evaluating dedicated and intrinsic models of temporal encoding by varying context. *Phil. Trans. R. Soc. B.* 1525: 1853-1863.

Karmarkar UR, Buonomano, DV. (2007) Timing in the absence of clocks: encoding time in neural network states. *Neuron*. 53(3):427-38. *(Includes cover illustration)*

Karmarkar UR, Dan Y. (2006) Experience dependent plasticity in adult visual cortex. *Neuron*. 52(4): 577-85.

Karmarkar UR, Buonomano DV. (2006) Different forms of homeostatic plasticity are engaged with distinct temporal profiles. *Eur. J. Neurosci.* 23(6):1575-84.

Karmarkar U, Dan Y. (2005) One circuit, two kinds of timing. *Neuron*. 48(2):165-6.

Karmarkar UR, Buonomano DV. (2003) Temporal specificity of perceptual learning in an auditory discrimination task. *Learning and Memory*. 10:141-147. (Includes cover illustration)

Karmarkar UR, Najarian M, Buonomano DV. (2002) Mechanisms and significance of spike-timing dependent plasticity. *Biological Cybernetics*. 87:373-382.

Karmarkar UR, Buonomano DV. (2002) A model of spike-timing dependent plasticity: One or two coincidence detectors? *J. Neurophys.* 88(1):507-13.

Buonomano DV, Karmarkar UR. (2002) How do we tell time? *Neuroscientist*. 8(1): 42-51.

Bookheimer SY, Dapretto M, Karmarkar U. (1999) Functional MRI in children with epilepsy. *Dev. Neurosci.* 21: 191-9.

Aphasizhev R, Karmarkar U, Simpson L. (1998) Are tRNAs imported into the mitochondria of kinetoplastid protozoa as 5' extended precursors? *Molec. and Biochem. Parasitology*. 93: 73-80.

Chapters

Karmarkar UR, Jenkins AC. (2020) Neural and behavioral insights into online trust and uncertainty. In JT Martineau, E Racine (Eds.) *Organizational Neuroethics*. Springer.

Plassmann H, Karmarkar UR. (2015) Consumer Neuroscience: Revealing meaningful relationships between brain and consumer behavior. In C Lamberton, M Norton, D Rucker (Eds.) *Cambridge Handbook of Consumer Psychology*. Cambridge University Press.

Karmarkar US, Karmarkar UR. (2014) Customer experience and service design. In E Baglieri and US Karmarkar (Eds), *Managing Consumer Services: Factory or Theater?* (pp. 109-130). Springer.

Knutson B, Karmarkar U. (2014). Appetite, consumption, and choice in the human brain. In SD Preston, M. Kringelbach, & B. Knutson (Ed.), *The interdisciplinary science of consumption* MIT Press.

Other Publications and Media

KPBS (2024) This is your brain on shopping <https://www.kpbs.org/news/science-technology/2024/12/20/this-is-your-brain-on-shopping>

Karmarkar UR / Rady School of Management. (2024) The Science of Shopping.
<https://rady.ucsd.edu/why/news/2024/12-09-the-science-of-shopping.html>

Patagonia Films (2024) The Shithropocene – Welcome to the Age of Cheap Crap.
https://www.youtube.com/watch?v=4TsndZxysts&ab_channel=Patagonia

Patagonia / Karmarkar UR. (2024) Why do We Keep Buying Stuff?
https://www.youtube.com/watch?v=nXZm6jcLgIc&ab_channel=Patagonia

Karmarkar UR, Volkers N. (2019) “Terms of Disservice” People Science
<https://peoplescience.maritz.com/Articles/2019/Terms-of-Disservice>

Karmarkar UR. (2019) “Note on Neuromarketing” Harvard Business School Note 512-031 (Replaces 2011 version.)

Hamilton R, Karmarkar UR. (2017) The 4 Minds of the Customer: A Framework for Understanding and Applying the Science of Decision-Making. MSI Reports 17-109. <http://www.msi.org/reports/the-4-minds-of-the-customer-a-framework-for-understanding-and-applying-the-science-of-decision-making/>

Plassmann H, Karmarkar UR, Kessler B. (2016) "Brain Imaging Triggers Marketing Breakthroughs" INSEAD Knowledge. <http://knowledge.insead.edu/customers/brain-imaging-triggers-marketing-breakthroughs-4577>

Karmarkar, UR, Dolan RJ. (2016) "Catalina in the Digital Age." Harvard Business School Teaching Note 516-086.

Karmarkar UR, Plassmann H, Yoon C. (2015, 2019) "Marketers Should Pay Attention to fMRI." Harvard Business Review. <https://hbr.org/2015/11/marketers-should-pay-attention-to-fmri>. Reprinted in The Brain Science Behind Business, Harvard Business Review Special Issue, January 2019.

Dolan RJ, Karmarkar UR. (2013) "Catalina In the Digital Age." Harvard Business School Case 514-021.

Select media interviews and coverage listed at <https://sites.google.com/view/ukarma/press>

Honors and Awards

- 2024 Marketing Science Institute Mid-Career Scholar
- 2024 Annual Top Relevant Journal Publications, Neuromarketing Science and Business Assoc.
- Center on Global Transformation Fellow, GPS, UCSD 2022
- 2022 Annual Top Relevant Journal Publications, Neuromarketing Science and Business Assoc.
- 2021 Faculty Career Development Program Grant, UCSD
- 2020-2021 Hellman Fellow, UCSD
- 2020, Annual Top Relevant Journal Publications, Neuromarketing Science and Business Assoc.
- 2019, Robert D. Buzzell Marketing Science Institute Best Paper Award (The 4 Minds of the Customer: A Framework For Understanding and Applying the Science of Decision Making, Ryan Hamilton and Uma R. Karmarkar)
- 2018, Early Career Award, Society for Neuroeconomics
- 2017, Marketing Science Institute Young Scholar
- 2016, Annual Top Relevant Journal Publications, Neuromarketing Science and Business Assoc.
- 2016, T32 Training Program Grant to support nanocourse on Management Matters in Science, NIH/NIGMS (Supplement to PA16-133, PI- Catherine Dulac)
- 2014, 2015 Invitations for appointment to ISAT (Information Science and Technology, advisory group to DARPA; *declined due to scheduling conflicts.*)
- 2006, Jaedicke Fellowship, (recognition of outstanding academic performance), Stanford Graduate School of Business.
- 2005, Postdoctoral NRSA, National Institute of Health. Grant title: Visual cortical plasticity induced by motion.
- 2005, President's Postdoctoral Fellowship, (*declined in favor of NRSA*) University of California.
- 2004, Berkeley School of Optometry Training Grant, National Eye Institute.
- 2003, Faculty Women's Club Fellowship, University of California, Los Angeles.
- 1999, National Defense Science and Engineering Graduate Fellowship, Department of Defense.
- 1998, Chancellor's Fellowship, University of California, Los Angeles.
- 1996, Howard Hughes Medical Institute Summer Fellowship, HHMI / University of California, Los Angeles.

Invited Talks and Presentations (since 2015)

- Broadway League Road Marketing Forum – October 2025
- Questrom School of Business, Boston University – October 2025
- California Schools Conference – April 2025
- LEARN Behavioral Leadership Retreat – January 2025
- MSI Mid-Career Scholar’s Meeting – January 2025
- Wharton School Marketing Camp – February 2024
- Women’s Private Equity Summit – March 2023
- Advertising Research Foundation Cognition Council “Cognition Day” meeting – February 2023
- NSF/NIST/White House Office of Management and Budget Open Software Security Workshop (Invited Participant) – August 2022
- Elite Worldwide Invitational (Industry Conference for Auto Shop Owners) – June 2022
- UCSD Osher Lifelong Learning Institute (Ethics in Science and Technology Series) – April 2022
- ICARE (Instituto Chileno de Administración Racional de Empresas / Chilean Institute of Business) Neuromarketing Advances Forum – January 2022
- Jindal Global Business School, India – November 2021
- UC Riverside, Department of Neuroscience – October 2021
- Neptune (Policy Consultancy) – July 2021
- Google Privacy Spotlight Talk – July 2021
- Dusseldorf Symposium on Decision Neuroscience – June 2021
- Process Tracing and JDM Seminar, Max Planck Institute For Research on Collective Goods – January 2021
- University of Chicago Booth School of Business – November 2020
- UCLA, Decision-Making Affinity Group, Brain Research Institute – October 2020
- Cornell Marketing Camp - October 2020
- Neuromarketing World Forum, NMSBA – July 2020
- Social Psychology Colloquium, UCLA – November 2019
- Eller College of Management, University of Arizona – April 2019
- Lundquist College of Business, University of Oregon – April 2019
- Affective Brain Lab, University College London – March 2019
- Nike, Inc., Data Analytics Group – December 2018
- Filene Research Institute, Center for Consumer Decision-Making – December 2018
- International Neuroethics Society Public Program Event – November 2018
 - Video: https://www.youtube.com/watch?time_continue=2&v=8lQph84492c
- ISAT/DARPA Meeting: Cognitive Defense – October 2018
- School of Business and Economics, Maastricht University – Neuroeconomics Talks – April 2018
- AB InBev Commercial Leadership Academy (Plenary Talk) – March 2018
- ISAT/DARPA Meeting: Reality Jamming #2: Socio-Technological Solutions Workshop (invited participant) – January 2018
- Ipsos Webinar – June 2017
- Rotterdam School of Business, Erasmus University – June 2017
- IDEO San Francisco – May 2017
- Columbia Business School – March 2017
- School of Business, U.C. Riverside – March 2017
- Department of Psychology, U.C. San Diego – March 2017
- Leeds School of Business, C.U. Boulder – March 2017

- Google Cybersecurity group, Mountain View, CA – February 2017
- Rady School of Management, U.C. San Diego – February 2017
- School of Global Policy and Strategy, U.C. San Diego – February 2017
- Cybersecurity: Ignorance is Not an Excuse, RSAC Live Experts Panel, San Francisco – February 2017
- Wharton Neuroscience Initiative, University of Pennsylvania – February 2017
- Enigma/Usenix Cybersecurity Conference – January 2017
 - Video: <https://www.youtube.com/watch?v=FVtQ1fxwHl8>
- University of Connecticut School of Business – December 2016.
- Ross School of Business, University of Michigan – December 2016.
- Haas School of Business, U.C. Berkeley, November 2016.
- Pamplin College of Business, Virginia Tech – October 2016.
- Institute of Personality and Social Research, U.C. Berkeley – September 2016.
- ISAT/DARPA Meeting: Technology of Mass Empowerment meets Radicalization – July 2016.
- INSEAD, Fontainebleau, France – June 2016.
- Rotman School of Management, University of Toronto – May 2016.
- Fuqua School of Business, Duke University – December 2015.
- Kelley School of Business, Indiana University – October 2015.
- Cognitive Neuroscience Seminar, Department of Psychology, Northeastern University – October 2015.
- Haas School of Business, U.C. Berkeley – October 2015.
- International Women In Business Summit, Harvard University – October 2015.
- Goizueta Business School, Emory University – September 2015.
- Anderson School of Business, UCLA – May 2015.
- Keynote: University of Chicago Brain Awareness Week – April 2015.
- Stanford Graduate School of Business – January 2015.

Conference Presentations (since 2015)

Karmarkar UR, Dutton C. Worry Now, Pay Later – Anxiety and Stress Increase Buy Now / Pay Later Usage. Society for Neuroeconomics, Annual Meeting, 2025.

Karmarkar UR, Dutton C. Worry Now, Pay Later – Anxiety and Stress Increase Buy Now / Pay Later Usage. Consumer Neuroscience SNE Satellite 2025.

Karmarkar UR. What Can Consumer Neuroscience Do For You? American Marketing Association, Summer Meeting, 2025. (Invited panel presentation)

Karmarkar UR, Clithero J, Raffaelli C. Sequential Information Preferences in Risky Decision-Making. Society for Neuroeconomics, Annual Meeting, 2024.

Karmarkar UR, Clithero J, Raffaelli C. Sequential Information Preferences in Risky Decision-Making. Consumer Neuroscience SNE Satellite 2024.

Clithero J, Karmarkar UR, Raffaelli C. Sequential Information Preferences in Risky Decision-Making. Association for Consumer Research Annual Meeting 2024. (*Non-presenting author*)

Fernandez KA, Callaway F, Karmarkar UR, Krajbich, I. Cognitive models of multi-response choice. Society for Mathematical Psychology Meeting, 2024. (*Non-presenting author*)

Fernandez, KA, Karmarkar, UR, Krajbich, I. The Sum or the Parts? Rethinking Similarity in Preference-based Set Selection. 59th Edwards Bayesian Research Conference, 2024 (*Non-presenting author*)

Karmarkar UR, Clithero J. Finding Frameworks for Integrating Consumer Neuroscience with Consumer Behavior. Presented in “Multi-methodological Approaches to Modeling Preference and Choice: Progress, Pitfalls and Promises of Consumer Neuroscience”, 12th Invitational Choice Symposium, 2023.

Maimone G, Karmarkar UR, Amir O. How Word Polarity Affects Consumers’ Judgment Confidence and Attitudes. Society for Consumer Psychology, Annual Meeting 2022. (*Non-presenting author*)

Clithero J, Karmarkar UR. Sequential Information Preferences in Risky Decision-Making. Society for Judgment and Decision-Making. Annual Meeting 2021. (*Non-presenting author*)

Maimone G, Karmarkar UR, Amir O. How Word Polarity Affects Consumers' Judgment Confidence and Attitudes. Association for Consumer Research, Annual Meeting 2021. (*Non-presenting author*)

Karmarkar UR, Ye S, Rimeikyte V, Kastman E, Buckholtz JW. Corticostriatal representation of information value during ambiguous decision-making. Interdisciplinary Symposium for Decision Neuroscience, Annual Meeting 2021. (*Invited speaker*)

Karmarkar UR, Carroll A, Burke M. Choice Framing Effects Arising from Non-Choice Items. Society for Neuroeconomics, Annual Meeting, 2019.

Karmarkar UR, Carroll A, Burke M. Choice Framing Effects Arising from Non-Choice Items. Consumer Neuroscience Annual Symposium, 2019.

Karmarkar UR. Creating frameworks for policy and regulation of verbal agent communication. Presented in "Automated Decision Dialogues: Consumer Choice in Algorithm-Supported Interactive Verbal Decision Processes", 11th Invitational Choice Symposium, 2019.

Shenhav A, Karmarkar UR*. Different Value Mechanisms Involved in Liking a Set vs. Choosing From It. Society for Judgment and Decision-Making, Annual Meeting 2018. **Presenting author*

Karmarkar UR, Ye S, Rimeikyte V, Kastman E, Buckholtz JW. Corticostriatal representation of information value during ambiguous decision-making. Program No. 697.14. 2018 Neuroscience Meeting Planner. San Diego, CA: Society for Neuroscience, 2018. Online.

Shenhav A, Karmarkar UR*. Dissociable Mechanisms for Evaluation Involved in Appraising a Set Versus Choosing From It. Association for Consumer Research, Annual Meeting 2018. **Presenting author and session chair*

Karmarkar UR, Prokhorova E. Gender differences in optimism biases during ambiguous decision-making. Society for Neuroeconomics Annual Meeting, 2018.

Shenhav A, Wolf CD, Karmarkar UR. The evil of banality: When choosing between the mundane feels like choosing between the worst. Society for Neuroeconomics, Annual Meeting, 2017.

Shenhav A, Karmarkar UR*. The neural correlates of appraisal versus choice. Society for Neuroeconomics, Annual Meeting 2017. **Presenting author*

Karmarkar UR. Choosing without knowing: Insights on how people use information under uncertainty. Reinforcement Learning and Decision-Making, Bi-Annual Meeting, 2017. (*Invited speaker*)

Shenhav A, Karmarkar UR*. Browsing vs. Buying: How evaluation mechanisms differ between appraisal and choice. Interdisciplinary Symposium for Decision Neuroscience, Annual Meeting, 2017. **Presenting author*

Karmarkar UR, Ye S, Rimeikyte V, Kastman E, Peysakhovich A, Buckholtz JW. The representation of valenced information during ambiguous decision-making. Society for Psychophysiological Research, Annual Meeting 2016.

Karmarkar UR. Understanding the differences between non-choice value and choice value. Presented in "Predicting choice: Using neural insights for population-level forecasting", 10th Invitational Choice Symposium, 2016. (*Workshop Co-Organizer*)

Karmarkar UR, Shenhav A. Neural correlates of appreciating options versus choosing between them. Boston Judgment and Decision-Making Day. Boston College, 2016.

Karmarkar UR. The impact of "display set composition" on purchase decisions. Society for Consumer Psychology Annual Conference, 2016.

Karmarkar UR. The impact of "display set composition" on purchase decisions. Society for Judgement and Decision-Making, Annual Conference, 2015.

Karmarkar UR. Using human and machine insights for behavioral interventions. ISAT/DARPA Workshop on Centaurs: Human-Computer Teams That Win Against Either Humans or Computers Alone, 2015.

Karmarkar UR. The impact of "display set composition" on purchase decisions. Association for Consumer Research Annual Conference, 2015.

Karmarkar UR, Peysakhovich A. Biases in information processing in ambiguous decision-making. Association for Consumer Research Annual Conference, 2015.

Karmarkar UR, Ye S, Rimeikytė V, Kastman E, Peysakhovich A, Buckholtz JW. Corticostriatal representation of information value during ambiguous decision-making. Society for Neuroeconomics Annual Meeting, 2015.

Peysakhovich A, Karmarkar UR*. Biases in using information to evaluate uncertain financial prospects. Boulder Summer Conference on Consumer Financial Decision-Making, 2015. **Presenting author*

Karmarkar UR. Choosing without knowing: biased information processing in uncertain financial decisions. Interdisciplinary Symposium on Decision Neuroscience, M.I.T. Annual Meeting 2015.

Academic Mentoring

- PhD Advisor, Carolina Raffaelli (Marketing, co-advised with Wendy Liu, Rady, UCSD)
- PhD Advisor, Giulia Maimone (Marketing, co-advised with Ayelet Gneezy, Rady, UCSD. Graduated 2022)
- PhD dissertation committee (UCSD)
 - Yumeng Gu (Economics and Strategic Management, Rady. Graduated 2021)
 - Dalin Guo (CogSci, UCSD. Graduated 2023)
 - Zoe He (CogSci, UCSD)
 - Wujing Zhang (Marketing, Rady. Graduated 2024)
 - Anne Yilmaz (Psychology, UCSD)
 - Gal Smitzsky (Marketing, Rady. Graduated 2025)
 - Marissa Saenger (Scripps Institute of Oceanography, UCSD)
- Research Mentor
 - Kianté Fernandez, Psychology graduate student, UCLA, 2024-present
 - Tara Srirangarajan, Psychology graduate student, Stanford University, 2024-present
 - Emma Gu, Marketing PhD Program Mentor, Rady, 2024-present
 - Zeyu Chen, MSBA/Independent Study, 2024-2025
 - Priyanka Jhalani, Honors Thesis, International Studies Program, 2018-2019
 - Ekaterina Prokhorova, Robinson Research Fellow, GPS, 2018
 - Nicole Kim, Brown University, Summer Undergraduate Intern, 2019
 - Luis Alvarez-Diaz, Dept. of Psychology and Dept. of Cognitive Science, 2019-2021
 - Tyler Consigny, Stanford University, Summer Undergraduate Intern, 2020
- Undergraduate Independent Study Advisor (UCSD)
 - Nila Srinivas, AIP, 2023
 - Samuel Chavez, AIP, 2023
 - Mahavir Doshi, AIP, 2023
 - Daphne Chen, AIP, 2024
- Hope Scholar Mentor, Annastacia Espinoza (Undergraduate UCSD, 2023-2024)
- Pre-doctoral advisor, Luis Alvarez-Diaz (Undergraduate UCSD, 2021-2022)
- Literature Thesis Supervisor, Urša Bernardič, Masters in Brain and Cognitive Sciences, University of Amsterdam, 2017
- Research Advisor (Harvard Business School)
 - Undergraduate: Sophia Sampson, Layla Stahr
 - Post-Bachelors: Marina Burke, Ann Carroll, Shengxuan Ye, Vaida Rimeikytė
- Undergraduate Mentor, HBS Program for Research in Markets and Organizations (PRIMO; 2013-2015)
 - Annie Garafalo, Layla Stahr, Shori Hijikata
- PhD thesis committee, Joshua Manning, Brain and Cognitive Sciences Program, M.I.T (Chairs: John D. Gabrieli and Drazen Prelec, Graduated: Spring 2015)
- PhD thesis committee, Alexander Peysakhovich, Harvard Economics Department (Chair: Alvin E. Roth, Graduated: Fall, 2012)
- Harvard Graduate Women In Science and Engineering (HWISE) Mentoring Program. (2012-2015)
- Undergraduate Academic Advisor, Stanford University. (2007-2011)
- Catalyst Mentor for Women in Science, University of California, Los Angeles. (2000-01)
- Resident Undergraduate Academic Advisor, Stanford University. (1996-1998)

Service and Professional Societies

Society for Neuroeconomics

- Executive Committee, Past-President (2025-2026)
- Executive Committee, President (2024-2025)
- Executive Committee, President Elect (2023-2024)
- Board Member (3 year term; 2016-2019)
- Program Committee (2015-2019, 2021, 2023; Program Co-Chair 2018, 2019)
- Early Career Award Committee (2021, 2023)

Editorial Review Board, Journal of Marketing Research (July 2023-present)

Associate Editor, Journal of Consumer Research (October 2025-present)

Editorial Review Board, Journal of Consumer Research (Jan 2025-October 2025)

Ad Hoc Associate Editor, Journal of Consumer Psychology (2024-2025)

Associate Editor, Neuroscience, Psychology and Economics (January 2018-2024)

Annual Interdisciplinary Symposium on Decision Neuroscience, Conference Board (2014-2023)

Conference Organizer and Chair, West Coast Neuroeconomics Symposium, Rady School of Management (2024, 2025)

NSF Program Review Panel (2022, 2023)

Conference Program Committees

- Usenix / Enigma Cybersecurity Conference (2020, 2021)
- Reinforcement Learning and Decision-Making (2019)
- Society for Judgment and Decision-Making (2018-present)
- Society for Consumer Psychology (2018-present).
- Association for Consumer Research (2007-2021, 2024-present);
 - o Methods Workshop Track Co-Chair (2022, 2023)

MSI Clayton Dissertation Award Reviewer (2018-2020, 2023, 2025)

Co-organizer, Marketing for Neuroeconomists Journal Club (multi-university, online, 2020-21).

Co-organizer and instructor for “Management Matters in Science” Nanocourse (November 2016). Department of Molecular and Cellular Biology, Harvard University

Neuroscience Roundtables, Association for Consumer Research Annual Conference, (2012, 2014, 2015).

Organizer, MIT/Harvard Decision (Neuro)Science Journal Club (2011-2012).

Ad Hoc Journal Reviewing: Acta Psychologica, BMC Neuroscience, Behavioural Public Policy, Cerebral Cortex, Brain and Cognition, Cognitive, Affective and Behavioral Neuroscience (CABN), Cognition, Frontiers in Decision Neuroscience, Frontiers in Human Neuroscience (Editorial Board), Frontiers in Psychology, International Journal of Research in Marketing (IJRM), International Public Management Journal (IPMJ), JAMA Psychiatry, Journal for the Association of Consumer Research (JACR), Journal of Consumer Research (JCR),

Journal of Consumer Psychology (JCP), Journal of Experimental Psychology: General (JEP:Gen), Journal of Interactive Marketing, Journal of Marketing (JM), Journal of Marketing Research (JMR), Journal of Neuroscience, Journal of Product & Brand Management, Journal of Shopper Research, Leadership Quarterly, Management Science, MIS Quarterly, Marketing Letters, Management Science, Nature Human Behavior, Nature Reviews Neuroscience, Neuroimage, Neuropsychologia, Organizational Behavior and Human Decision Processes (OBHDP), Perspectives on Psychological Science, PLOS ONE, Proceedings of the National Academy of Science (PNAS), Psychology and Economics, Scientific Reports, Social Behavior and Personality, Social Cognitive and Affective Neuroscience (SCAN), WIREs Cognitive Science.

Societies: Association for Consumer Research, Society for Judgment and Decision Making, Society for Neuroeconomics, Society for Neuroscience.

Community Outreach

- Panel Moderator, Business for Good Annual Summit, <https://businessforgoodsd.org/annual-summit/>, September 2024
- Guest Speaker, Vibrant-IT Employee Resource Group, UCSDH Information Services Department (November 2023)
- Dana Foundation Career Network in Neuroscience & Society, Career Network Interview Series, <https://neuroxcareers.org/interviews/> (September 2023)
- Dana Foundation Career Network in Neuroscience & Society, NeuroX Virtual Career Fair Panelist, (September 2023)
- Stanford Alumni Women in STEM networking group speaker (July 2023)
- Sunday Assembly, San Diego (March 2023)
- UCSD Clarke Center Public Event (June 2019): A Conversation with the Author of *Alpha Girls*
- Stand Up Science (January 2019)
- Skype a Scientist (2017-present)
- 2 Scientists Walk Into a Bar, Fleet Science Museum, San Diego CA. (2018-present)
- Lifelong Learning Program Course Instructor, Stanford Graduate School of Business (2007)
 - o *"Lead or Follow? Perspectives from Mind and Brain on Interpersonal Influence"*
- Project Brainstorm Outreach Program, UCLA (1998-2004)
- California State Science Fair Judge, California Science Center, CA. (2002-04)