

## WENDY LIU

Rady School of Management, 3W115  
University of California San Diego  
9500 Gilman Dr., La Jolla, CA 92093-0553  
Email: [wendy.liu@rady.ucsd.edu](mailto:wendy.liu@rady.ucsd.edu)  
Tel: (858) 822-7471

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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 Emotional Influences in Economic Transactions, Pro-Social Behavior, Time, Health and Well-being

### PUBLICATIONS

Smitizsky, Gal., Wendy Liu, & Uri Gneezy (forthcoming), "On the Value(s) of Time," *PNAS*.

Smitizsky, Gal., Wendy Liu, & Uri Gneezy (2021, online January 14), "The Endowment Effect: Loss Aversion or a Buy-Sell Discrepancy?" *Journal of Experimental Psychology: General*.

Mingyu Joo, Wendy Liu and Kenneth Wilbur (2020), "Divergent Temporal Courses for Liking vs. Wanting in Response to Persuasion," *Emotion*, 20(2), 261–270.

Daniella Kupor, Wendy Liu and On Amir (2018), "The Effect of an Interruption on Risk Decisions," *Journal of Consumer Research*, 44 (6, April), 1205-1219.

Thomadsen et al., Wendy Liu (2018), "How Context Affects Choice," *Customer Needs and Solutions*, 5 (1-2), 3-14.

Wendy Liu, Jessica Outlaw, Nathan Wineinger, Debra Boeldt, and Cinnamon Bloss (2018), "Effect of Co-payment on Behavioral Response to Consumer Genomic Testing," *Translational Behavioral Medicine*, 8 (1, January), 130-136.

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*

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.

Wendy Liu (2015), "CB as I See It," in Michael Solomon *Consumer Behavior 12<sup>th</sup> Edition*, Prentice Hall.

## **RESEARCH UNDER REVIEW**

“Sequential Shortlist Decisions: The Incumbent Benchmarking Effect,” with Itamar Simonson  
(under review at *Journal of Consumer Research*)

“Decoupling the Experiential-Material Continuum,” with Evan Weingarten, Kristen Duke, et al.  
(under review at *Journal of Consumer Psychology*)

## RESEARCH IN PROGRESS

“Misperceptions of Altruistic Individuals,” with Dani Yin

“Sleep and Decision Making,” with Robert Owens

“Installments and Spending,” with Jean Zhang

## INVITED TALKS

Stanford GSB, November 2020

Zoom U Marketing Seminars (Boston University), July 2020

Rice University, April 2020 (postponed)

National University of Singapore, April 2020 (postponed)

Rady Marketing Brownbag, 2015, 2016, 2018

San Diego Marketing Consortium, April 2016

University of California Riverside Marketing, March 2016

Washington University Olin Business School, February 2016

University of Washington Foster School of Business Marketing Camp, April 2015

San Diego State University Psychology, December 2014

University of California San Diego Social Psychology, December 2014

Georgetown University, August 2014

University of California San Diego Cognitive Psychology, May 2014

Stanford Graduate School of Business, April 2014

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

--2020--

*Association of Consumer Research* (2020, online): Perceptions of Intertemporal Preference of Altruistic Individuals (with Dani Yin)

--2019--

*Choice Symposium (May 2019, Cambridge MD)*: Consumer Experience and Choice

--2018--

*European Association of Consumer Research* (June 2018, Ghent, Belgium): Liking versus Wanting: Divergent Serial Position Effects in Persuasion (with Mingyu Joo and Kenneth Wilbur)

--2017--

*Society of Judgment and Decision Making* (November 2017, Vancouver BC): Sequential Shortlist Decisions (with Itamar Simonson)

*Association of Consumer Research* (October 2017, San Diego CA): Sequential Shortlist Decisions (with Itamar Simonson)

*Association of Consumer Research* (October 2017, San Diego CA): Risks, Interrupted (with Daniella Kupor and Itamar Simonson)

*Association of Consumer Research* (October 2017, San Diego CA): Poignancy at Enjoyable versus Meaningful Event Endings (with Susie Zhao)

*Science of Philanthropy Initiative Conference* (September 2017, Chicago IL): Charitable and Influential (with Dani Yin)

*Society of Consumer Psychology* (February 2017, San Francisco): Risks, Interrupted (with Daniella Kupor and On Amir)

--2016--

*Choice Symposium* (May 2016, Alberta Canada): Sequential Shortlist Decisions (with Itamar Simonson)

*Behavioral Decision Research in Management* (June 2016, Toronto Canada): Prosocial Risk Taking (with Allie Liberman)

--2015--

*Association of Consumer Research* (October 2015, New Orleans LO): Dynamic Shortlist (with Itamar Simonson)

*Decision Making Symposium* (January 2015, Miami FL): The Beat-the-Incumbent Choice Process (with Itamar Simonson)

--2014--

*Society of Judgment and Decision Making* (November 2014, Long Beach, CA): The Beat-the-Incumbent Choice Process (with Itamar Simonson)

*Annual Meeting of the American Society of Human Genetics* (October 2014, San Diego, CA): Effect of Co-Payment on Behavioral Response to Consumer Genetic Testing (with Outlaw, Ariniello, Boeldt, Wineinger, Schork, Topol, and Bloss)

*Behavioral Decision Research in Management* (July 2014, London, UK): Risks, Interrupted (with Daniella Kupor and On Amir)

*Society of Consumer Psychology* (February 2014, Miami, FL): Risks, Interrupted (with Daniella Kupor and On Amir)

--2013--

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

*Decision Making Symposium* (April 2013, Las Vegas): Insights from WCO Tournament (with Itamar Simonson)

--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 – present  
 Brand Management (UCSD MBA), 2014  
 MBA Field Projects (UCSD MBA), 2015 – present  
 Consumer Behavior (UCSD PhD), 2012, 2015, 2017, 2019, 2021  
 Marketing Management (UCLA MBA core), 2007, 2008, 2009, 2010  
 Workshop on Non-Profit Marketing (Haifa University, Israel), 2008

## **UNIVERSITY SERVICE**

--PhD Advising--

UCSD PhD Advisor: Jean Zhang  
 UCSD PhD Advisor: Ariel Fridman  
 UCSD PhD Dissertation Committee Member: Sohee Ahn (Psychology), 2021 -  
 UCSD PhD Dissertation Committee Member: Gal Smitizsky, 2020 -  
 UCSD PhD Dissertation Committee Member: Kevin Daniel Ray, defended 2020  
 UCSD PhD Dissertation Committee Member: Yidan Yin, defended 2021  
 UCSD PhD Dissertation Committee Member: Kristen Duke, defended 2019  
 UCSD PhD Dissertation Proposal Committee Member: Nicole Henniger (Psychology), 2014  
 UCSD PhD Dissertation Committee Member: Elizabeth Keenan, 2015  
 UCSD PhD Mentor: Jessica Outlaw, Silvia Saccardo, 2012-2013; Jean Zhang, Ariel Fridman 2017-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: 2010-2013  
 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 EDI Standing Committee, 2021 - present  
 UCSD Rady Strategic Planning EDI Committee, 2020 – 2021  
 UCSD Rady Strategic Planning Healthcare Task Force Chair, 2021  
 UCSD Rady SJDM Preconference Planning Co-Chair, 2021  
 UCSD Rady Internal Award Committee, 2021  
 UCSD Rady EDI Curriculum Audit Committee, 2021  
 UCSD Rady Space Committee, 2016 - 2020  
 UCSD Rady Faculty Recruiting Committee (Marketing Sub-committee), 2012, 2014 – present  
 UCSD Rady PhD Recruiting Committee (Marketing Sub-committee), 2013 – present  
 UCSD Rady Faculty Review Ad Hoc Committees, 2013—present  
 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

**--University Service--**

UCSD Campus Art Website Advisory Committee, 2021  
 UCSD Rady Dean Search Committee, 2019  
 UCSD Faculty Equity Advisor, 2019 - 2020  
 UCSD Global Education Advisory Committee, 2017 - 2019

**PROFESSIONAL SERVICE****--EDITORIAL REVIEW BOARD--**

*Journal of Consumer Research*, 2009 to 2015

**--AD HOC REVIEWER—**

*Marketing Science*, 2016  
 NSF, 2014  
*Management Science*, 2014 - present  
*Psychological Science*, 2014 - present  
*Journal of Marketing Research*, 2013 - present  
*Journal of Personality and Social Psychology* 2013 - 2015  
*Journal of Consumer Research*, 2007 – 2009, 2015 - present  
*Journal of Consumer Psychology*, 2010 – present  
*Journal of Marketing*, 2017 – present  
*Journal of Retailing*, 2016  
*Organizational Behavior and Human Decision Processes*, 2009 – 2014  
*Marketing Letters*, 2008, 2019



Marketing Science Institute Dissertation Competition, 2007, 2014, 2016  
 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--*

Association for Consumer Research Conference, 2012, 2015, 2017, 2019, 2020, 2021  
 Society for Consumer Psychology Conference, 2012, 2013, 2015, 2017, 2019  
 Doctorial Consortium, Association for Consumer Research Conference, 2010, 2014, 2018  
 Doctorial Consortium, Society for Consumer Psychology Conference, 2013, 2017  
 Sheth American Marketing Association Doctoral Consortium (2015, London, UK) Faculty Fellow  
 Working Paper Co-Chair, Association for Consumer Research Conference, 2013

**HONORS, AWARDS AND GRANTS**

UCSD Rady Katzin Family Fellow 2020  
 UCSD Academic Senate Research Grant 2019  
 MSI Research Grant 2016  
 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  
 American Marketing Association