

# Yuval S. Rottenstreich

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## ACADEMIC POSITIONS

2006-present	Associate (with tenure) and then Full Professor of Management Stern School, New York University
2004-2006	Associate Professor of Management Fuqua School of Business, Duke University
1997-2004	Assistant and then Associate Professor of Behavioral Science University of Chicago Graduate School of Business
Fall 1999, 2000, 2001	Visiting Professor Recanati School of Management, Tel Aviv University
1996-1997	Post-Doctoral Fellow in Psychology and Economics California Institute of Technology

## EDUCATION

1996	Ph.D. in Psychology, Stanford University (Principal Advisor: Amos Tversky)
1991	A.B. in Economics and Psychology, <i>magna cum laude</i> , with honors, University of Pennsylvania

## PUBLICATIONS

- “Multiple Unit Holdings Yield Attenuated Endowment Effects” (conditionally accepted), *Management Science* (with Katherine Burson and David Faro).
- “ABC’s of Principal-Agent Interactions: Accurate predictions, biased processes, and contrasts between working and delegating” (2010). *Organizational Behavior and Human Decision Processes*, 113, 1-12 (with Katherine Burson and David Faro).
- “The Power of Focal Points is Limited: Even Minor Payoff Asymmetry Yields Massive Coordination Failures” (2008). *American Economic Review*, 98, 1443-1458 (with Vincent Crawford and Uri Gneezy).
- “On the Psychology of Loss Aversion: Possession, Valence, and Reversals of the Endowment Effect” (2007). *Journal of Consumer Research*, 34, 369-376 (with Lyle Brenner, Sanjay Sood, and Baler Belgin).
- “Feeling and Thinking in Memory-Based versus Stimulus-Based Choice” (2007). *Journal of Consumer Research*, 33, 461-469 (with Lyle Brenner and Sanjay Sood).
- “Between Ignorance and Truth: Partition-Dependence and Learning in Judgment Under Uncertainty” (2006) *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 32, 1385-1402 (with Kelly See and Craig Fox).
- “Decision Making without Likelihood Judgment,” (2006). *Organizational Behavior and Human Decision Processes*, 101, 74-88 (with Ran Kivetz).

- “Affect, Empathy, and Predictions of Others’ Risk Tolerance” (2006). *Management Science*, 52, 529-541 (with David Faro).
- “When is More Better? On the Relationship between Magnitude and Subjective Value” (2005). *Current Directions in Psychological Science*, 34, 234-237 (with Chris Hsee and Zhixing Xiao).
- “Incorporating Behavioral Anomalies in Strategic Models,” (2005) *Marketing Letters*, 16, 361-373 (with Chakravarthi Narasimhan, Chuan He, Eric Anderson, Lyle Brenner, Preyas Desai, Dmitri Kuksov, Paul Messinger, Sridhar Moorthy, Joseph Nunes, Rick Staelin, George Wu, and Z. John Zhang).
- “Music, Pandas, and Muggers: On the Affective Psychology of Value” (2004). *Journal of Experimental Psychology: General*, 133, 23-30 (with Christopher Hsee; appears as a chapter in *The Construction of Preference*, edited by Sarah Lichtenstein and Paul Slovic).
- “Nine Affect-Based Decision Phenomena” (2004). In the *Handbook of Judgment and Decision Making*, edited by Nigel Harvey and Derek Koehler (with Suzanne Shu).
- “On Decisions that Lead to Decisions: Direct and Derived Assessments of Preference” (2004). *Journal of Consumer Research*, 31, 17-25 (with Lyle Brenner and Sanjay Sood).
- “Typical versus Atypical Unpacking: Additive and Superadditive Probability Judgment” (2004). *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 30, 573-582 (with Steve Sloman, Ed Wisniewski, Constantinos Hadjichristidis, and Craig Fox).
- “Partition Priming in Judgment under Uncertainty” (2003). *Psychological Science*, 14, 195-200 (with Craig Fox).
- “Remarks on Support Theory: Recent Advances and Future Directions” (2002). In *Heuristics and Biases: The Psychology of Intuitive Judgment*, edited by Tom Gilovich, Dale Griffin, and Daniel Kahneman (with Lyle Brenner and Derek Koehler).
- “Money, Kisses, and Electric Shocks: On the Affective Psychology of Risk” (2001). *Psychological Science*, 12, 185-190 (with Christopher Hsee).
- “The Illusion of Leadership: Misattribution of Cause in Coordination Games” (2001). *Organization Science*, 12, 582-598 (with Colin Camerer, Marc Knez, and Roberto Weber).
- “Comparison, Grouping and Preference” (1999). *Psychological Science*, 10, 225-229 (with Lyle Brenner and Sanjay Sood).
- “Similarity Between Hypotheses and Evidence” (1999). *Cognitive Psychology*, 38, 110-128 (with Lyle Brenner and Sanjay Sood).
- “Focus, Repacking, and the Judgment of Disjunctive Hypotheses” (1999). *Journal of Behavioral Decision Making*, 12, 141-148 (with Lyle Brenner).
- “Unpacking, Repacking, and Anchoring: Advances in Support Theory” (1997). *Psychological Review*, 104, 406-414 (with Amos Tversky; appears as a chapter in *Heuristics and Biases: The Psychology of Intuitive Judgment*, edited by Tom Gilovich, Dale Griffin, and Daniel Kahneman; appears as a chapter in *Preference, Belief, and Similarity: Selected Writings of Amos Tversky*, edited by Eldar Shafir)
- “Context-Dependence in Legal Decision Making” (1996). *The Journal of Legal Studies*, 25, 287-328 (with Mark Kelman and Amos Tversky; appears as a chapter in *Behavioral Law and Economics*, edited by Cass Sunstein).

## **UNDER REVIEW**

- “Do We Agree More about Who is Good-Looking or Who is Ugly? Asymmetric Consensus and Asymmetric Prediction Errors,” Under first round review at *Journal of Marketing Research* (with Christopher Hsee and Ningyu Tang).

## **WORKING PAPERS**

- “Loss Aversion and the Uncertainty Effect,” (with Alex Markle, Jeff Galak, and Leif Nelson).
- “Uncertainty Exacerbates the Endowment Effect,” (with Michael Liersch, Min Gong, and Howard Kunreuther).

## **MOST RECENT INVITED COLLOQUIA**

- School of Social and Decision Sciences, Carnegie-Mellon, Rady School of Management at UCSD Anderson School of Management at UCLA, Wharton School of the University of Pennsylvania, Cornell University Johnson School of Management, Booth Graduate School of Business, University of Chicago, Yale School of Management, INSEAD

## **MBA TEACHING**

- Leadership in Organizations, Core Course, NYU, 2007-2011  
In both the Daytime and Langone Evening Programs
- Judgment and Decision Making for Accounting, NYU 2010 - 2011
  - Required course in the Accounting MS program
- Managerial Effectiveness, Core Course, Duke University, 2004-2006  
In both the Daytime and EMBA Programs  
Twice received Best Core Teacher Award in the EMBA Program, 2005 & 2006
- Dynamics of Bargaining, Elective, Duke University & University of Chicago, 1997-2005
- Negotiation and Decision Making, Elective, University of Chicago, 2002

## **PhD TEACHING**

- Seminar on Judgment and Choice, New York University, 2008 & 2011 & University of Chicago, 2001
- Seminar on Social Psychology and Decision Making, California Institute of Technology, 1996-7

## **EXECUTIVE TEACHING**

- Negotiation and Decision Making Strategies, New York University
- Negotiation and Decision Making Strategies, Berlin School of Creative Leadership

- Negotiation and Decision Making Strategies, University of Chicago
- Best Management Practices, University of Chicago

## **DISSERTATION COMMITTEES**

At New York University:

- Cheryl Wakslak, Psychology

At the University of Chicago:

- David Faro, Marketing (1<sup>st</sup> academic appointment: London Business School)
- Simona Botti, Marketing (1<sup>st</sup> academic appointment: Cornell, currently at London Business School)
- Katherine Burson, Marketing (1<sup>st</sup> academic appointment: Michigan)
- Suzanne Shu, Management (1<sup>st</sup> academic appointment: Southern Methodist, currently at UCLA Anderson)

## **RECENT SERVICE**

- Coordinator of the PhD program, Management Department, NYU Stern
- Core Course Coordinator, Management Department, NYU Stern
- Member, Merit Review Committee, Management Department, NYU Stern

## **PROFESSIONAL ACTIVITIES**

- Department Editor: Judgment and Decision Making at *Management Science* beginning February 2012
- Editorial Board: *Journal of Behavioral Decision Making, Organizational Behavior and Human Decision Processes, Management Science*
- Guest Associate Editor: *Journal of Marketing Research*, Special Issue on Consumers' Financial Decision Making
- Program Committee: BiAnnual Meeting for Behavioral Decision Research in Management, 2012; Annual Meeting of the Society for Judgment and Decision Making, 2004-2008