

# ELIZABETH (LIZ) FRIEDMAN

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January 2023

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## ACADEMIC EMPLOYMENT

### Columbia Business School

Assistant Professor of Marketing, 2019 – present

*(Instructor of Business July 2019 – December 2019)*

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## EDUCATION

### Yale University

Ph.D., Marketing, 2019

M.A. & M.Phil., Marketing, 2016

### University of Pennsylvania

B.A., Major: Philosophy, Politics and Economics, 2010

Concentration: Choice and Behavior

*Magna Cum Laude, Distinction in major*

Universidad Pontificia Comillas ICADE, Madrid, Spain (semester abroad), 2009

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## RESEARCH INTERESTS

Judgment and Decision Making

Consumer Choice

Goals and Motivation

Fairness Perceptions

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## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

1. Friedman, Elizabeth M. S., Jennifer Savary, and Ravi Dhar (2018), "Apples, Oranges and Erasers: The Effect of Considering Similar versus Dissimilar Alternatives on Purchase Decisions," *Journal of Consumer Research*, 45(4), 725-42.

Media coverage: Harvard Business Review, Marketing Matters Wharton Business Radio, Columbia Business School Ideas at Work, Yale SOM Center for Customer Insights Blog

2. Goldsmith, Kelly, Elizabeth M. S. Friedman, and Ravi Dhar (2019), "You Don't Blow Your Diet on Twinkies: Choice Processes When Choice Options Conflict with Incidental Goals," *Journal of the Association for Consumer Research*, 4(1), 21-35.
3. Friedman, Elizabeth M. S. and Olivier Toubia, (2022) "Pricing Fairness in a Pandemic: Navigating Unintended Changes to Value or Cost," *Journal of the Association for Consumer Research*, 7(1), 89-97.
4. Zhang, Shunyu, Elizabeth M. S. Friedman, Kannan Srinivasan, and Ravi Dhar, "Serving with a Smile on Airbnb: Analyzing the Economic Returns and Behavioral Underpinnings of the Host's Smile," *under second round review at Journal of Consumer Research*.
5. Friedman, Elizabeth M. S. and Ravi Dhar, "Duration-Free Judgments in Consumer Choice: A Source of Underestimating Cumulative Value," *under second round review at Journal of Experimental Psychology: General*.

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6. Friedman, Elizabeth M. S.,\* Guy Voichkek,\* and Ravi Dhar, "The (Better) Road Not Taken: Setting a Goal Reduces Switching to More Effective Alternatives," *invited revision at Journal of Consumer Research*.
  7. Friedman, Elizabeth M.S.,\* Franklin Shaddy,\* and Olivier Toubia, "Understanding Fairness Perceptions in Demographic-Based Segmentation and Targeting," *revising for resubmission at Journal of Marketing Research*.
  8. Friedman, Elizabeth M.S and Ravi Dhar, "Paying Less for What You Value More: How Spend Aversion Leads to Preference Inconsistencies," *revising for resubmission at Journal of Consumer Research*.

\*indicates equal authorship

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#### **SELECT RESEARCH IN PROGRESS**

- The Bundle Halo Effect (with F. Shaddy), *manuscript in preparation*.
  - Bundling Painful Purchases Reduces Transparency and Increases Choice (with F. Shaddy), *manuscript in preparation*.
  - Purchase Quantity Decisions and Default Effects in Assortments (with J. Savary and R. Dhar), *manuscript in preparation*.
  - The Effects of Activating Discrepant Product Quality Categories (with N. Posner and R. Dhar), *data collection in progress*.
  - Perceptions of Control and the Pain of Paying (with J. Pomerance and N. Light), *data collection in progress*.
  - The Role of Second Choice Options (with Y. Ding and D. Lehmann), *data collection in progress*.
  - Disposal Decisions and Neglecting the Value of Space (with A. Wu), *data collection in progress*.
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#### **SELECT HONORS & AWARDS**

- UCLA Morrison Fellow, 2022-2023.
  - Facebook Core Data Science (CDS) Research Gift, 2021 (\$25,000).
  - Columbia Business School Teaching All-Star, nominated by CBS students, 2021.
  - Whitebox Advisors Doctoral Fellowship, 5-time Award Winner for Outstanding PhD Student, Yale University, 2014, 2015, 2016, 2017, 2019 (\$40,000 total).
  - Invited Attendee, JACR Conference on Goals and Motivation, Miami, 2017.
  - AMA-Sheth Doctoral Consortium Fellow, University of Notre Dame, 2016.
  - Invited Participant, 10<sup>th</sup> Invitational Choice Symposium, Lake Louise, Canada, 2016.
  - Dean's List, 2006-2007, 2009-2010.
  - National Merit Scholarship Winner, 2006.
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#### **INVITED TALKS AND PRESENTATIONS**

- Yeshiva University, December 2022
  - Korea Advanced Institute of Science and Technology, November 2022
  - UC Berkeley Haas School of Business, November 2021
  - NYU Stern School of Business, April 2020 (postponed due to Covid-19)
  - Yeshiva University, March 2020 (postponed due to Covid-19)
  - INSEAD, November 2018
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- UCLA Anderson School of Business, November 2018
  - Harvard Business School, October 2018
  - Columbia Business School, October 2018
  - University of Toronto Rotman School of Management, October 2018
  - Northwestern University Kellogg School of Management, October 2018
  - University of Illinois Chicago, October 2018
  - University of Chicago Booth School of Business, October 2018
  - University of Iowa Tippie College of Business, October 2018
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## CONFERENCE PRESENTATIONS

- Friedman, Elizabeth M. S.,\* Guy Voichek,\* and Ravi Dhar, “The (Better) Road Not Taken: Setting a Goal Reduces Switching to More Effective Alternatives,” Society for Consumer Psychology Boutique Conference: Numerical Markers, Tucson, AZ, 2021
  - Friedman, Elizabeth and Olivier Toubia, “Pricing Fairness in a Pandemic: Navigating Unintended Changes to Value or Cost,” *Data blitz presentation*, JACR Flash Covid-19 Research: Insights on Consumer Behavior during a Global Pandemic, webinar, 2020.
  - Friedman, Elizabeth, Ryan Hauser, and Ravi Dhar, “Paying Less for What You Value More: How the Pain of Paying Leads to Preference Inconsistencies,” Association for Consumer Research, Atlanta, GA, 2019, *symposium chair*.
  - Etkin, Jordan and Sarah Memmi, “Goals and Resources Knowledge Forum,” Association for Consumer Research, Atlanta, GA, 2019, *invited discussant*.
  - Friedman, Elizabeth, Ravi Dhar, and Shane Frederick, “Putting Duration in Durable Goods,” Association for Consumer Research, San Diego, CA, 2017, *symposium chair*.
  - Friedman, Elizabeth, Jennifer Savary, and Ravi Dhar, “Purchase Quantity Decisions and Default Effects in Assortments,” Association for Consumer Research, San Diego, CA, 2017, *symposium chair*.
  - Friedman, Elizabeth, Ravi Dhar, and Shane Frederick, “Putting Duration in Durable Goods,” *Data blitz presentation*, Society for Consumer Psychology, San Francisco, CA, 2017.
  - Friedman, Elizabeth, Ravi Dhar, and Shane Frederick, “Underweighting Total Usage in Consumer Choice,” *Poster presentation*, Society for Judgment and Decision Making, Boston, MA, 2016.
  - Friedman, Elizabeth, Jennifer Savary, and Ravi Dhar, “The Role of Similarity When Considering Alternatives in Purchase Decisions,” Society for Consumer Psychology, St. Pete’s Beach, FL, 2016, *symposium chair*.
  - Friedman, Elizabeth and Daylian Cain, “Choosing the Smallest Bad for the Greatest Number,” *Poster presentation*, Society for Judgment and Decision Making, Chicago, IL, 2015.
  - Friedman, Elizabeth, Jennifer Savary, and Ravi Dhar, “The Role of Similarity When Considering Alternatives in Purchase Decisions,” Association for Consumer Research, New Orleans, LA, 2015, *symposium chair*.
  - Friedman, Elizabeth, Jennifer Savary, and Ravi Dhar, “The Role of Similarity When Considering Alternatives in Purchase Decisions,” Yale Whitebox Graduate Student Conference, New Haven, CT, 2015.
  - Friedman, Elizabeth, Jennifer Savary, and Ravi Dhar, “The Role of Similarity When Considering Alternatives in Purchase Decisions,” *Poster presentation*, Society for Judgment and Decision Making, Toronto, Canada, 2014.
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**TEACHING**

- Behavioral Economics and Decision Making (MBA elective), Columbia Business School, Spring 2020-present

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**SERVICE**

- Ad-hoc reviewer, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Management Science*, *Journal of the Association for Consumer Research*
- Ad-hoc conference reviewer, *Society for Judgment and Decision Making*, *Winter AMA*, *Society for Consumer Psychology*
- Whitebox Advisors Graduate Student Conference Organizer, 2014, 2015, 2016, 2017, 2019

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**PROFESSIONAL AFFILIATIONS**

- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology
- Society for Judgment and Decision Making

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**PROFESSIONAL EXPERIENCE**

- Monitor Deloitte (formerly Monitor Group), *Consultant*, 2011-2013.
- The New England Consulting Group, *Project Manager*, 2010-2011.

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**OUTSIDE ACTIVITIES**

- *Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest: None.*
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