

January 2026

## ERIC J. JOHNSON

Columbia Business School  
Columbia University  
727 Kravis Hall  
665 West 130th St.  
New York, New York 10027  
(212) 854-5068  
[eric.johnson@columbia.edu](mailto:eric.johnson@columbia.edu)

450 Riverside Drive, #101  
New York, New York 10027

Cell: (646) 220-0274

ResearcherID:C-5668-2012  
<https://orcid.org/0000-0001-7797-8347>

---

### EDUCATION

- Ph.D. Psychology, Carnegie-Mellon University, 1980
- M.S. Psychology, Carnegie-Mellon University, 1978
- B.A. Human Communication, Rutgers University, with highest departmental honors, 1976

### POSITIONS HELD:

The Norman Eig Professor of Business, Columbia Business School, Columbia University 1999-  
Affiliated faculty, Psychology 2009-

Einstein Visiting Fellow, affiliated with the Cluster of Excellence "Science of Intelligence",  
Technische Universität Berlin, Germany 2022-2025

Senior Visiting Scholar, Consumer Financial Protection Bureau, Washington, DC. 2014-17

Inaugural Linde Fellow, California Institute of Technology, March 2013

Distinguished Visiting Scholar, University of Technology, Sydney, Jan.-Feb. 2013

Visiting Professor, Copenhagen Business School, 2009

Visiting Professor, London Business School, 2006.

Guest Professor, Department of Quantitative Economic Research, University of Fribourg,  
Switzerland, 2004

The David W. Hauck Professor of Marketing, Wharton School, University of Pennsylvania 1997-  
1999. Secondary appointment in Operations and Information Management, 1989, Secondary  
appointment in Psychology, 1991.

Professor of Marketing, Decision Science and Psychology, University of Pennsylvania 1992-1999.

Associate Professor of Marketing, Marketing Department, Wharton School, University of  
Pennsylvania, 1987-1992, with tenure since 1990. Secondary appointment in Operations and  
Information Management, 1989, Secondary appointment in Psychology, 1991.

Visiting Associate Professor, Sloan School of Management, Massachusetts Institute of Technology, 1984-85.

Associate Professor of Industrial Administration and Psychology, Graduate School of Industrial Administration, Carnegie-Mellon University, 1984-1987.

Assistant Professor of Industrial Administration, Graduate School of Industrial Administration, Carnegie-Mellon University, 1981-84.

National Science Foundation Postdoctoral Fellowship in Psychology, Department of Psychology, Stanford University, 1980-1981.

## **AWARDS AND HONORS**

APS James McKeen Cattell Fellow Award recognizes Association for Psychological Science members for a lifetime of outstanding contributions to applied psychological research, 2025.

Finalist, 2025 AMA/Marketing Science Institute/H. Paul Root Award for given to Choice Architecture for Healthier Insurance Decisions: Ordering and Partitioning Together Can Improve Consumer Choice," by Benedict Dellaert, Eric Johnson, Shannon Duncan, and Tom Baker for a Journal of Marketing article published in the most recent full calendar year that has made the most significant contribution to the advancement of the practice of marketing

AMA-EBSCO-RRBM Award for Responsible Research in Marketing for the article, "Dark Defaults: How Choice Architecture Steers Political Campaign Donations, 2024.

Wroe Alderson Distinguished Lecturer, Department of Marketing, The Wharton School, University of Pennsylvania, 2022

Annual Dean for Science Lecture in Neuroeconomics, Institute for the Study of Decision Making, New York University, 2022

Writing Residency, Special Theme on Advancing the Discussion of Human Behavior, Bellagio Center, Rockefeller Foundation, 2016

Recipient, Fellow in Consumer Behavior Award, Association for Consumer Research, 2012.

Distinguished Scientific Contribution Award, Society for Consumer Psychology, 2011.

TIAA-CREF Institute Fellow, 2012-

Visiting Scholar, The Russell Sage Foundation, New York, NY 1993-1994, 2007-2008.

Honorary Doctorate, Economics (Dr. oec. h.c.), the University of St. Gallen for "trail-blazing work in the field of Behavioral Economics, which has made a substantial contribution towards the understanding of individual decision-making behavior, as well as for his services to the promotion of this discipline." 2009.

Fellow, Association for Psychological Science, 2009

Faculty, American Marketing Association Doctoral Consortium, 1985, 1986, 1995, 1996, 1997.

Faculty, Association for Consumer Research Doctoral Consortium, 2014.

National Science Foundation, Postdoctoral Fellowship, 1980-81.

Winner, Student Research Award Competition, Division 23, Consumer Psychology, American Psychological Association, 1978.

## **PUBLICATIONS AND RESEARCH**

### Books

Johnson, Eric J. *The Elements of Choice: Why the Way We Decide Matters*. Riverhead Books, an imprint of Penguin-Random House, 2021.  
Published in the UK and the Commonwealth by OneWorld Publishers, 2022  
Translated to Complex and Simplified Chinese Portuguese and Russian. Forthcoming in Arabic, Romanian, Thai, and Turkish.

Payne, J. W., Bettman, J. R. & Johnson, E. J. *The Adaptive Decision-Maker*. Cambridge University Press, 1993.

Carroll, J. S. & Johnson, E. J. *Decision Research: A Field Guild*. Sage Publications, 1990.

### Articles published in refereed journals.

Ludwig, J., Trieb, A., Sugerman, E. R. & Johnson, E. J. Consumers misestimate the greenhouse gas emissions associated with sustainable behaviors, firms, and industries. *J. Environ. Psychol.* 106, 102713 (2025).

Composto, J. W., Duncan, S. M., Johnson, E. J. & Weber, E. U. (2025) A meta-analysis of query theory, a psychological process account of framing effects. *J. Risk Uncertain.* 1–19 (2025) doi:10.1007/s11166-025-09458-6.

Krefeld-Schwab, A., Hua, X., & Johnson, E. J. (2025). Measuring population heterogeneity requires heterogeneous populations. *Proceedings of the National Academy of Sciences*, 122(8), e2425536122. <https://doi.org/10.1073/pnas.2425536122>

Krefeld-Schwab, A., Sugerman, E. R., & Johnson E. J. (2024). Exposing Omitted Moderators: Why Effects Size Differ in the Social Sciences. *Proceedings of the National Academy of Sciences*. <https://doi.org/10.1073/pnas.2306281121>

Dellaert, B., Johnson, E. J., Duncan, S., Baker, T. (2024). Choice Architecture for Healthier Insurance Decisions: Ordering and Partitioning Together Can Improve Consumer Choice, *Journal of Marketing*. <https://doi.org/10.1177/00222429221119086>

Wang, A. S., McCune, K., Wiener, I., Runge, B., Pasantes, D., Johnson, E., & Ratner, L. E. (2024). What Makes Non-Directed Living Kidney Donors Tick? Actionable Items to Increase Non-Directed Live Organ Donation. *Clinical Transplantation*, 38(12). <https://doi.org/10.1111/ctr.70044>

- Johnson, E. J., Sugerman, E. R., Morwitz, V. G., Johar, G. V., & Morris, M. W. (2024). Widespread misestimates of greenhouse gas emissions suggest low carbon competence. *Nature Climate Change*, 1–8. <https://doi.org/10.1038/s41558-024-02032-z>
- Creutzig, F., Becker, S., Berrill, P., Bongs, C., Bussler, A., Cave, B., Constantino, S. M., Grant, M., Heeren, N., Heinen, E., Hintz, M. J., Ingen-Housz, T., Johnson, E., Kolleck, N., Liotta, C., Lorek, S., Mattioli, G., Niamir, L., McPhearson, T., ... Zekar, A. (2024). Towards a public policy of cities and human settlements in the 21st century. *Npj Urban Sustainability*, 4(1), 29. <https://doi.org/10.1038/s42949-024-00168>
- Posner, N., Simonov, A., Mrkva, K., & Johnson, E. J. (2023). Dark Defaults: How Choice Architecture Steers Campaign Donations. *Proceedings of the National Academy of Sciences*. <https://doi.org/10.1073/pnas.2218385120>  
[Winner, AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2024]
- Reeck, C., Posner, N. A., Mrkva, K., & Johnson, E. J. (2023). Nudging App Adoption: Choice Architecture Facilitates Consumer Uptake of Mobile Apps. *Journal of Marketing*, 87(4), 510–527. <https://doi.org/10.1177/00222429221141066>
- Johnson, Eric, and Kellen Mrkva (2023). When nudges have societal-level impact (commentary). *Behavioral and Brain Sciences*.
- Milovanovic, J., Shealy, T., Klotz, L., Johnson, E. J., & Weber, E. U. (2022). Pictures Matter: How Images of Projected Sea-Level Rise Shape Long-Term Sustainable Design Decisions for Infrastructure Systems. *Sustainability*, 14(5), 3007. <https://doi.org/10.3390/su14053007>
- Hancock, P. I., Klotz, L., Shealy, T., Johnson, E. J., Weber, E. U., Stenger, K., & Vuppuluri, R. (2022). Framing to reduce present bias in infrastructure design intentions. *iScience*, 103954. <https://doi.org/10.1016/j.isci.2022.103954>
- Kalkstein, D. A., Lima, F. D., Brady, S. T., Rozek, C. S., Johnson, E. J., & Walton, G. M. (2022). Defaults are not a panacea: distinguishing between default effects on choices and on outcomes. *Behavioral Public Policy*, 1–16. <https://doi.org/10.1017/bpp.2022.24>
- Li, Y., Krefeld-Schwalb, A. Wall D., Johnson, E. J. Toubia, O. & Bartels, D. (2022) The More You Ask, the Less You Get: When Additional Questions Hurt External Validity. *J Marketing Res*, 002224372110735 (2021) doi:10.1177/00222437211073581.
- Milovanovic, J., Shealy, T., Klotz, L., Johnson, E. J., Weber, EU. (2022) Pictures Matter: How Images of Projected Sea-Level Rise Shape Long-Term Sustainable Design Decisions for Infrastructure Systems. *Sustainability*, 14(5) 3007. doi:10.3390/su14053007 (2022)
- Mrkva, K., Posner, N. A., Reeck, C., & Johnson, E. J. (2021). Do Nudges Reduce Disparities? Choice Architecture Compensates for Low Consumer Knowledge. *Journal of Marketing*, 85(4), 67–84. <https://doi.org/10.1177/0022242921993186>  
[Selected for JM Webinar for Marketing Professionals, presented 3/17/21, featured in American Marketing Association’s “Insights in the Classroom” published 4/15/21]

- Gächter, S., Johnson, E. J. & Herrmann, A. (2021) Individual-level loss aversion in riskless and risky choices. *Theory and Decision* 1–26. doi:10.1007/s11238-021-09839-8.
- Reeck, C., Figner, B., Weber, E. U., Steffener, J., Krosch, A., Wager, T. D., & Johnson, E. J. (2021). Framing the future first: Medial Temporal Lobe Activation Discriminates Delay and Acceleration Framing in Intertemporal Choice. *Journal of Neuroscience, Psychology, and Economics*.
- Sugerman, E. R., Li, Y., & Johnson, E. J. (2021). Local warming is real: A meta-analysis of the effect of recent temperature on climate change beliefs. *Current Opinion in Behavioral Sciences*, 42, 121–126. <https://doi.org/10.1016/j.cobeha.2021.04.015>
- Lehmann, D., Johar, G., Johnson, E., Netzer, O. (2020) Introduction. *Marketing Letters*. 31(2-3), 121. doi: 10.1007/s11002-020-09531-x.
- Mrkva, K., Johnson, E. J., Gächter, S., & Herrmann, A. (2020). Moderating Loss Aversion: Loss Aversion Has Moderators but Reports of its Death are Greatly Exaggerated. *Journal of Consumer Psychology*. 30, 407-428. (Lead Article) <http://doi.org/10.1002/jcpy.1156>
- Jachimowicz, J. M., Duncan, S., Weber, E. U., & Johnson, E. J. (2019). When and why defaults influence decisions: A meta-analysis of default effects. *Behavioral Public Policy*, 3, 159–186. <http://doi.org/10.1017/bpp.2018.43>
- Aczel, B., Szaszi, B., Sarafoglou, A., Kekecs, Z., Kucharsky, S., Benjamin, D., et al. (2019). A consensus-based transparency checklist. *Nature Human Behavior*, 533, 1–3. <http://doi.org/10.1038/s41562-019-0772-6>
- Wall, D., Crookes, R. D., Johnson, E. J., & Weber, E. U. (2020). Risky choice frames shift the structure and emotional valence of internal arguments: A query theory account of the unusual disease problem. *Judgement and Decision Making*, 15(5), 685–703.
- Johnson, E. J., Meier, S., & Toubia, O. (2019). What's the Catch? Suspicion in Bank Motives and Sluggish Refinancing. *Review of Financial Studies*, 32(2), 467–495. <http://doi.org/10.1093/rfs/hhy061>
- Shealy, T., Klotz, L., Weber, E. U., Johnson, E. J., & Bell, R. G. (2019). Bringing Choice Architecture to Architecture and Engineering Decisions: How the Redesign of Rating Systems Can Improve Sustainability. *Journal of Management in Engineering*, 35(4), 04019014. [https://doi.org/10.1061/\(asce\)me.1943-5479.0000692](https://doi.org/10.1061/(asce)me.1943-5479.0000692)
- Klotz, L., Weber, E., Johnson, E., Shealy, T., Hernandez, M., & Gordon, B. (2018). Beyond rationality in engineering design for sustainability. *Nature Sustainability*, 1(5), 1–9. <http://doi.org/10.1038/s41893-018-0054-8>
- Shealy, T., Johnson, E., Weber, E., Klotz, L., Applegate, S., Ismael, D., Bell, R. (2018). Providing descriptive norms during engineering design can encourage more sustainable infrastructure. *Sustainable Cities and Society* 40, 182-188. <https://dx.doi.org/10.1016/j.scs.2018.04.017>

- Enkavi, A. Z., Weber, B., Zweyer, I., Wagner, J., Elger, C. E., Weber, E. U., & Johnson, E. J. (2017). Evidence for hippocampal dependence of value-based decisions. *Scientific Reports*, 1–9. <http://doi.org/10.1038/s41598-017-18015-4>
- Ungemach, C., Camilleri, A. R., Johnson, E. J., Larrick, R. P., & Weber, E. U. (2017). Translated Attributes as Choice Architecture: Aligning Objectives and Choices Through Decision Signposts. *Management Science*, <http://doi.org/10.1287/mnsc.2016.2703>
- Reeck, C., Wall, D., & Johnson, E. J. (2017). Search predicts and changes patience in intertemporal choice. *Proceedings of the National Academy of Sciences*, 114(45), 11890–11895. <http://doi.org/10.1073/pnas.1707040114>
- Madrian, B. C., Hershfield, H. E., Sussman, A. B., Bhargava, S., Burke, J., Huettel, S. A., et al. (2017). Behaviorally informed policies for household financial decision-making. *Behavioral Science & Policy*, 3(1), 26–40. <http://doi.org/10.1353/bsp.2017.0003>
- Atlas, S. A., Johnson, E. J., & Payne, J. W. (2017). Time preferences and mortgage choice. *Journal of Marketing Research*, 54(3), 415–429. <http://doi.org/10.1509/jmr.14.0481>
- Greenleaf, E. A., Johnson, E. J., Morwitz, V. G., & Shalev, E. (2016). The price does not include additional taxes, fees, and surcharges: A review of research on partitioned pricing. *Journal of Consumer Psychology*, 26(1), 105–124. <http://doi.org/10.1016/j.jcps.2015.04.006>
- Shealy, T., Klotz, L., Weber, E. U., Johnson, E. J., & Bell, R. G. (2016). Using Framing Effects to Inform More Sustainable Infrastructure Design Decisions. *Journal of Construction Engineering and Management*, 142(9), 04016037–9. [http://doi.org/10.1061/\(ASCE\)CO.1943-7862.0001152](http://doi.org/10.1061/(ASCE)CO.1943-7862.0001152)
- Ubell, P., Comerford, D., & Johnson, Eric J. (2015). Healthcare.gov 3.0 — Behavioral Economics and Insurance Exchanges. *New England Journal of Medicine*, 372(8), 695–698.
- Appelt, K. C., Knoll, M. A. Z., Eric J Johnson, & Westfall, J. E. (2015). Time to Retire: Why Americans Claim Benefits Early and How to Encourage Them to Delay. *Behavioral Science and Policy*, 1(1), 53–62.
- Bartels, D. M., & Johnson, E. J. (2015). Connecting cognition and consumer choice. *Cognition*, 135, 47–51. doi:10.1016/j.cognition.2014.11.024
- Li, Ye, Gao, Jie, Enkavi, A. Zeynep, Zaval, Lisa, Weber, Elke U., & Johnson, Eric J. (2014). Sound credit scores and financial decisions despite cognitive aging. *Proceedings of the National Academy of Science*. doi:www.pnas.org/cgi/doi/10.1073/pnas.1413570112
- Zaval, L., Keenan, E. A., Johnson, E. J., & Weber, E. U. (2014). How warm days increase belief in global warming. *Nature Climate Change*. doi:10.1038/nclimate2093.
- Johnson, E. J., Hassin, R., Baker, T., Bajger, A. T., & Treuer, G. (2013). Can consumers make affordable care affordable? The value of choice architecture. *PLoS ONE*. doi:10.2139/ssrn.2291598

- Payne, J. W., Sagara, N., Shu, S. B., Appelt, K. C., & Johnson, E. J. (2013). Life expectancy as a constructed belief: Evidence of a live-to or die-by framing effect. *Journal of Risk and Uncertainty*, 46(1), 27–50. doi:10.1007/s11166-012-9158-0
- Li, Y., Baldassi, M., Johnson, E. J., & Weber, E. U. (2013). Complementary Cognitive Capabilities, Economic Decision-Making, and Aging. *Psychology and Aging*, 28(3):595-613 doi: [10.1037/a0034172](https://doi.org/10.1037/a0034172) (lead article)
- Smith, C., Goldstein, D. G., & Johnson, E. J. (2013). Choice without Awareness: Ethical and Policy Implications of Defaults. *Journal of Public Policy & Marketing*, 32(2), 159-172 doi:10.1509/jppm.10.114 (lead article).
- Toubia, O., Johnson, E. J., Evgeniou, T., & Delquié, P. (2013). Dynamic Experiments for Estimating Preferences: An Adaptive Method of Eliciting Time and Risk Parameters. *Management Science*, 59(3), 613-640.
- Johnson, E. J. (2013). Choice theories: What are they good for? *Journal of Consumer Psychology*, 23(1), 154–157. doi:10.1016/j.jcps.2012.10.004
- Zaval, L., Li, Y., Gao, J., Weber, E. U., Johnson, E. J. (2013). Cognitive and Emotional Sources of Wisdom in Decision Making Across the Lifespan. *Genetologist*, 53, 259, 1.
- Johnson, E. J., Dellaert, B. G. C., Fox, C., Goldstein, D. G., Haubl, G., Larrick, R. P., et al. (2012). Beyond nudges: Tools of a choice architecture. *Marketing Letters*, 23(2), 487–504. doi:10.1007/s11002-012-9186-1J
- Dinner, I., Johnson, E. J., Goldstein, D. G., & Liu, K. (2011). Partitioning default effects: Why people choose not to choose. *Journal of Experimental Psychology: Applied*, 17(4), 332–341. doi:10.1037/a0024354
- Willemsen, M. C., Bockenholt, U., & Johnson, E. J. (2011). Choice by value encoding and value construction: Processes of loss aversion. *Journal Of Experimental Psychology-General*, 140(3), 303–324. doi:10.1037/a0023493
- Li, Y., Johnson, E. J., & Zaval, L. (2011). Local Warming: Daily Temperature Change Influences Belief in Global Warming. *Psychological Science*, 22(4), 454–459. doi:10.1177/0956797611400913
- Weber, E. U., & Johnson, E. J. (2011). Query theory: Knowing what we want by arguing with ourselves. *Behavioral And Brain Sciences*, 34(2), 91–. doi:10.1017/S0140525X10002797
- Figner, B., Knoch, D., Johnson, E. J., Krosch, A. R., Lisanby, S. H., Fehr, E., & Weber, E. U. (2010). Lateral prefrontal cortex and self-control in intertemporal choice. *Nature Neuroscience*, 13(5), 538-539. doi: 10.1038/nn.2516
- Hardisty, D. J., Johnson, E. J., Weber, E. U. (2010). A Dirty Word or a Dirty World? Attribute Framing, Political Affiliation, and Query Theory. *Psychological Science*, 21(1), 86– 92. doi:10.1177/0956797609355572

- Jarnebrant, P., Tobia, O., & Johnson, E. J. (2009). The Silver Lining Effect: Formal Analysis and Experiments. *Management Science*, 55, 1832-1841.
- Weber, E. U., & Johnson, E. J. (2009) Mindful judgment and Decision Making. *Annual Review of Psychology*, 60, 53-85.
- Goldstein, Daniel G., Johnson, E. J. & Sharpe, W. (2008). Choosing outcomes versus choosing products: Consumer-focused retirement investment advice. *Journal Of Consumer Research*, vol. 35 (3) pp. 440-456
- Johnson, E. J., Schulte-Mecklenbeck, M., & Willemsen, M. C. (2008). Postscript: Rejoinder to Brandstatter, Gigerenzer, and Hertwig. *Psychological Review*, 115(1), 272-273.
- Johnson, E. J. (2008). Man, My Brain is Tired: Linking Depletion and Cognitive Effort in Choice. *Journal of Consumer Psychology*, 18(1), 14-16. doi: 10.1016/j.jcps.2007.10.003.
- Johnson, E. J., Haeubel, G., & Keinan, A. (2007). Aspects of Endowment: A Query Theory of Loss Aversion. *Journal of Experimental Psychology-Learning Memory and Cognition*, 33 (3), 461-474.
- Weber, E. U., Johnson, E. J., Milch, K., Chang, H., Brodscholl, J., & Goldstein, D. (2007). Asymmetric Discounting in Intertemporal Choice: A Query Theory Account, *Psychological Science*, 18(6), 516-523.
- Johnson, E. J. (2006). Things That Go Bump in The Mind: How Behavioral Economics Could Invigorate Marketing. *Journal of Marketing Research*, 43(3), 337-340. doi: 10.1509/jmkr.43.3.337.
- Buchan, N. R., Croson, R. T. A., & Johnson, E. J. (2006). Trust and Reciprocity: An International Experiment, *Journal of Economics and Behavior in Organizations*, 60 (3), 373-398.
- Buchan, N. R., Johnson, E. J., Croson, R. T.A. (2006). Let's get personal: An international Examination Of The Influence Of Communication, Culture And Social Distance On Other Regarding Preferences. *Journal of Economic Behavior and Organization*. 60, 3, 373-398. doi:10.1016/j.jebo.2004.03.017
- Johnson, E. J., Schulte-Mecklenbeck, M., & Willernsen, M. C. (2006). Process models deserve process data: Comment on Brandstatter, Gigerenzer, and Hertwig. *Psychological Review*, 115(1), 263-272.
- Johnson, E. J., Bellman, S., Lohse, G. L., & Mandel, N. (2006). Designing Marketplaces of the Artificial: Four Approaches to Understanding Consumer Behavior in Electronic Environments. *Journal of Interactive Marketing*, 20(1), 21-33.
- Johnson, Eric J., Mary Steffel, and D. Goldstein (2005), "Making Better Decisions: From Measuring to Constructing Preferences," *Health Psychology*, 24 (4), 817-22.
- Johnson, E. J., & Goldstein, D. G. (2004). Defaults and donation decisions. *Transplantation*, 78(12), 1713-1716.

- Bellman, S., Johnson, E. J., Kobrin, S. J., & Lohse, G. L. (2004). International differences in information privacy concerns: A global survey of consumers. *Information Society*, 20(5), 313-324.
- Buchan, N. R., R Croson, & E. J. Johnson, (2004). When do fair beliefs influence bargaining behavior? Experimental bargaining in Japan and the United States. *Journal of Consumer Research*, 31(1), 181-190.
- Johnson, E. J. (2004). Rediscovering risk. *Journal of Public Policy & Marketing*, 23(1), 2-6.
- Johnson, Eric. J., W. W Moe, P. S. Fader, S. Bellman, & G. L. Lohse (2004). On the depth and dynamics of online search behavior. *Management Science*, 50(3), 299-308.
- Johnson, Eric J. and D. Goldstein (2003). Do Defaults Save Lives? *Science*, 302, 1338-9.  
Reprinted in *The Construction of Preferences*, S. Lichtenstein & P. Slovic (Eds.) Cambridge: Cambridge University Press, 2006.  
Adapted in: Do defaults make a difference? *Marketing Insight*, 5, 14-15, 2006.
- Johnson, Eric J., S. Bellman, and G. L. Lohse (2003), "Cognitive Lock-in and the Power Law of Practice." *Journal of Marketing*, 67(2), 62-75.
- Mandel, N., and E. J. Johnson (2002). "When Web pages influence choice: Effects of visual primes on experts and novices." *Journal of Consumer Research*, 29 (2), 235-45.  
Reprinted in *The Construction of Preferences*, S. Lichtenstein & P. Slovic (Eds.) Cambridge: Cambridge University Press, 2006.
- Johnson, E. J., S. Bellman, and G. L. Lohse (2002). "Defaults, framing and privacy: Why opting in  $\neq$  opting out," *Marketing Letters*, 13 (1), 5-15.
- Johnson, E. J., C. Camerer, S. Sen, and T. Rymon (2002). "Detecting failures of backward induction: Monitoring information search in sequential bargaining." *Journal of Economic Theory*, 104 (1), 16-47.
- Johnson, E. J. (2001). "Digitizing Consumer Research." *Journal of Consumer Research*, September, 28(2): 331-336.
- Bellman, S., Johnson, E. J. and Lohse, G. (2001). "To Opt-In or Opt-Out: That Depends on the Question." *Communications of the ACM*, February, 44(2): 25-27.
- Lohse, G., Bellman, S., and Johnson, E. J. (2000). "Consumer Buying on the Internet: Findings from Panel Data." *Journal of Interactive Marketing*, 14, 15-29.
- Lohse, G., Bellman, S., and Johnson, E. J. (1999). "Predictors of Online Buying Behavior." *Communications of the ACM*, 42, 32-38.
- West, P., Ariely, D. Bellman, S. Bradlow, E. Huber, J. Johnson, E. Kahn, B. Little, J. Schkade, D. (1999). "Agents to the Rescue?" *Marketing Letters*. 10, 285-301.

- Chapman, G. B., Johnson, E. J. (1999). "Anchoring, Activation, and The Construction of Values." *Organizational Behavior and Human Decision Processes*, 79(2), 115-153. doi: 10.1006/obhd.1999.2841
- Morwitz, V., Greenleaf, E., and Johnson, E.J., (1998). "Divide and Prosper: Why Firms Divide Prices Instead of Charging a Single Price." *Journal of Marketing Research*, 35, 453-463.
- Johnson, E. J., Meyer, R. J., Hardie, B., & Anderson, P. (1997). "Watching Customers Decide: Process Measures Add Insights to Choose Modeling Experiments." *Marketing Research*, 9, 32-38.
- Winer, R., Deighton, J., Gupta, S., Johnson, E. J., Mellers, B., Morwitz, V., O'Guinn, T., Rangaswamy, A., and Sawyer, A., (1997). "Choice in Computer-Mediated Environments." *Marketing Letters*, 8, 287-296.
- Sen, S. and Johnson, E. J. (1997). "Mere-possession Effects without Possession in Consumer Choice." *Journal of Consumer Research*, 24, 105-177.
- Lohse, G. L., Johnson, E. J. (1997). "A Comparison of Two Process Tracing Methods for Choice Tasks." *Organizational Behavior and Human Decision Processes*. 68 (1), 28-43  
doi:10.1006/obhd.1996.0087
- Chapman, G. and Johnson, E. J. (1995). "Preference Reversals in Monetary and Life Expectancy Evaluations." *Organizational Behavior and Human Decision Processes*, 62, 300-317.
- Meyer, R., and Johnson, E. J. (1995). "Empirical Generalizations in the Modeling of Consumer Choice." *Marketing Science*, 14, 180-189.
- Chapman, G. and Johnson, E. J. (1994). "The Limits of Anchoring," *Journal of Behavioral Decision-Making*, 7, 223-242.
- Johnson, E. J. & Russo, J. E. (1994). "Competitive Decision Making: Two and a Half Frames," *Marketing Letters*.
- Bettman, J. R., Johnson, E. J., Luce, M. F. & Payne, J. W. (1993). "Correlation, Conflict and Choice." *Journal of Experimental Psychology: Human Learning and Cognition*, 19, 931-951.
- Hardie, B.G.S., Johnson, E. J., Fader, P.S. (1993). "Modeling Loss Aversion and Reference Dependence Effects on Brand Choice." *Marketing Science*. 12(4), 378-394. doi: 10.1287/mksc.12.4.378
- Johnson, E. J., Hershey, J., Meszaros, J. & Kunreuther, H. (1993). "Framing, Probability Distortions, and Insurance Decisions." *Journal of Risk and Uncertainty*, 7, 35-53.  
Reprinted in *Making Decisions about Liability and Insurance*, Camerer, C. and Kunreuther, H. (Eds.) Boston: Kluwer, 1993.  
Reprinted in *Choices, Values, and Frames*, D. Kahneman & A. Tversky (Eds.) Cambridge: Cambridge University Press, 2000.

- Morwitz, V., Johnson, E. J. & Schmittlein, D. (1993). "Does Measuring Intent Change Behavior?" *Journal of Consumer Research*, 20, 46-61.
- Camerer, C. F., Johnson, E. J., Rymon, T., Sen, S. (1993). "Cognition and Framing In Sequential Bargaining for Gains and Losses." in *Frontiers of Game Theory*, 27-47
- Payne, J. W., Bettman, J. R., Coupey, E. & Johnson, E. J. (1992). "A Constructive Process View of Decision Making: Multiple Strategies in Judgment and Choice." *Acta Psychologica*.
- Payne, J. W., Bettman, J. R. & Johnson, E. J. (1992). "Behavioral Decision Research: A Constructive Processing Perspective." *Annual Review of Psychology*, 43, 87-131.
- Payne, J. W., Johnson, E. J., Bettman, J. R. & Coupey, E., "Understanding Contingent Decision Making: A Computer Simulation Approach," *IEEE Transactions: Man, Systems and Cybernetics*, 1990, 20, 296-309. doi:10.1109/21.52541.
- Thaler, R. & Johnson, E. J. (1990). "Gambling with the House Money and Trying to Breakeven: The Effects of Prior Outcomes on Risky Choice." *Management Science*, 36, 643-660.
- Bettman, J., Johnson, E., & Payne, J. (1990). "A Componential Analysis of Cognitive Effort in Choice." *Organizational Behavior and Human Decision Processes*, 45, 111-139.
- Russo, J. E., Johnson, E. J. & Stephens, D. L. (1989). "The Validity of Verbal Protocols." *Memory and Cognition*, 17, 759-769.
- Schkade, D. A. & Johnson, E. J. (1989). "Cognitive Processes in Preference Reversals." *Organizational Behavior & Human Decision Processes*, 44, 203-231.  
Reprinted in *The Construction of Preferences*, S. Lichtenstein & P. Slovic (Eds.) Cambridge: Cambridge University Press, 2006.
- Johnson, E. J., Meyer, R. J. & Ghose, S. (1989). "When Choice Models Fail: Compensatory Representations in Negatively Correlated Environments." *Journal of Marketing Research*. 26, 255-270.  
Nominated for the Willem F. O'Dell Award (1994). for the article published in the journal in 1989 "that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice."
- Johnson, E. J. & Schkade, D. A. (1989). "Bias in Utility Assessments: Further Evidence and Explanations." *Management Science*, 35, 406-424.
- Meyer, R. J. & Johnson, E., (1989) "Information Overload and the Nonrobustness of Linear Models: A Comment on Keller and Staelin." *Journal of Consumer Research*, 15, 498-503.
- Payne, J. W., Bettman, J. R., & Johnson, E. J. (1988). "Adaptive Strategy Selection in Decision Making." *Journal of Experimental Psychology: Learning, Memory and Cognition*, 14, 534-552.
- Johnson, E. J., Payne, J. W., & Bettman, J. R. (1988). "Information Displays and Preference Reversals." *Organizational Behavior and Human Decision Processes*, 42, 1-21.

- Johnson, E. J. & Payne, J. W. (1985). "Effort and Accuracy in Choice." *Management Science*, 31, 395-414.  
Reprinted in *Production System Models of Cognition*, P. Langley and P. Young (Eds.), Bradford Books: MIT Press, 1987.
- Johnson, E. J. & Tversky, A. (1984). "Representations of Perceptions of Risk." *Journal of Experimental Psychology: General*, 113, 55-70.
- Johnson, E. J. & Meyer, R. J. (1984). "Compensatory Choice Models of Non-compensatory Processes: The Effect of Varying Context." *Journal of Consumer Research*, 11, 528-541.
- Johnson, E. J. & Russo, J. E. (1984). "Product Familiarity and Learning New Information." *Journal of Consumer Research*, 11, 542-550.
- Johnson, E. J. & Tversky, A. (1983). "Affect, Generalization and the Perception of Risk." *Journal of Personality & Social Psychology*, 45, 20-32.

#### Other articles

##### A. Articles in books/proceedings

- Ludwig, J., Johnson, E. J., & Weber, E. U. (accepted/in press). Mangelndes Lösungswissen bremst die Nachhaltige Transformation [Lack of solution knowledge slows down the sustainable transformation]. Policy Ultra-Brief aus der Psychologie und angrenzenden Verhaltenswissenschaften [Policy Ultra-Brief from Psychology and the Behavioral Sciences]. Deutsche Gesellschaft für Psychologie (DGPs) [German Association for Psychology].
- Sen, S. *et al.* Enhancing Consumer and Planetary Well-Being by Consuming Less, Consuming Better. *J. Sustain. Mark.* 30–42 (2024) doi:10.51300/jsm-2024-121.
- Johnson, E. J. (2016). The Evolution of the Adaptive Decision-Maker. In J. N. Sheth (Ed.), *Legends in Consumer Behavior* James R. Bettman.
- Weber, E., & Johnson, E. J. (2012). *Psychology and Behavioral Economics Lessons for the Design of a Green Growth Strategy* (No. WPS6240). World Bank Policy Research Working Paper.
- Bellman, S., Johnson, E. J., Kobrin, S. J., & Lohse, G. L. (2004). International differences in information privacy concern: Implications for the globalization of electronic commerce. In *Advances in Consumer Research*, Vol. 31, pp. 362-363).
- Lohse, J. & Johnson, E. J. "A Comparison of Two Process Tracing Methods For Choice Tasks," *Proceedings*, 29th Hawaii International Conference on System Sciences, January 1996.
- Bettman J. R., Johnson, E. J., Payne J. W. "A perspective on using computers to monitor information acquisition." 1995, *Advances in Consumer Research Vol. XXII*, 49-51.

Johnson, E. J. & Russo, J. E. "Product Familiarity and Learning New Information," in Kent Monroe (Ed.), *Advances in Consumer Research, Vol. VIII*, Ann Arbor: Association for Consumer Research, 1981, 151-155.

Russo, J. E. & Johnson, E. J. "What do Consumers Know About Frequently Purchased Products?" in Jerry C. Olson (Ed.), *Advances in Consumer Research, Vol. VII*, Ann Arbor: Association for Consumer Research, 1980.

Johnson, E. J. & Russo, J. E. "The Organization of Product Information in Memory Identified by Recall Times," in H. Keith Hunt (Ed.), *Advances in Consumer Research, Vol. V*, Ann Arbor: Association for Consumer Research, 1978, 79-86.

#### B. Invited Book Reviews

Johnson, E. J. "From Pittsburgh to Goteborg: Tracing Decision Processes from a European Perspective." A review of Henry Montgomery and Ola Svenson (Eds.) *Process and Structure in Human Decision Making*, in *Contemporary Psychology*, 1991 36, 429-430.

Johnson, E. J. "Tilt the Table Toward Good Choices." A review of Richard Thaler and Cass Sunstein, *Nudge: Improving Decisions About Health, Wealth, and Happiness*, in *Science*, 2008, 321, 203.

#### Chapters in books

Willemsen, M. C., & Johnson, E. J. (2019). (Re)Visiting the Decision Factory: Observing Cognition with MouseLabWeb. In M. Schulte-Mecklenbeck, A. Kuehberger, & J. G. Johnson (Eds.), *A handbook of process tracing methods* (2nd ed.). New York: Routledge Press.

Weber, E.U. & Johnson, E.J. (2016). Can we think of the future? Cognitive barriers to future-oriented thinking. In: Messner, D., & Weinlich, S (Eds.), Global cooperation and the human factor (pp.139-154), New York, NY: Routledge.

Zaval, L., Li, Y., Johnson, E. J., & Weber, E. U. (2015). Complimentary Contributions of Fluid and Crystallized Intelligence to Decision Making Across the Life Span. In *Aging and Decision Making: Empirical and Applied Perspectives* (pp. 149–168). Elsevier Inc.  
<http://doi.org/10.1016/B978-0-12-417148-0.00008-X>

Johnson, E. J., & Ratcliff, R. (2014). Computational and Process Models of Decision Making in Psychology and Behavioral Economics. In P. W. Glimcher & E. Fehr (Eds.), *Neuroeconomics: Decision Making and the Brain* (pp. 35–47). Academic Press. doi:10.1016/B978-0-12-416008-8.00003-6

Willemsen, M. C., & Johnson, E. J. (2011). Visiting the Decision Factory: Observing Cognition with MouselabWEB and Other Information Acquisition Methods. In M. Schulte-Mecklenbeck, A. Küberger, & R. Raynard (Eds.), *A Handbook of Process Tracing Methods for Decision Research* (pp. 21–42). New York.

Weber, E. U & Johnson, E. J. (2009) Decisions under Uncertainty: Psychological, Economic and Neuroeconomic Explanations of Risk Preference. In P. Glimcher, C. Camerer, E. Fehr and

- R. Poldrack (Eds). Neuroeconomics: Decision-Making and the Brain. Academic Press, 127-144.
- Johnson, E., Pham, M., & Johar, G. (2007) "Consumer Behavior and Marketing" in Social Psychology: Handbook of Basic Principles (2nd Edition).. E.T. Higgins & A.W. Kruglanski, (Eds.) Guilford Press.
- Weber, E. U., & Johnson, E. J. (2006). Constructing Preferences From Memories. In S. Lichtenstein & P. Slovic (Eds.), *The Construction of Value*. New York.
- Buchan, Nancy, Rachel Croson, Eric Johnson, and George Wu (2005). "Gain and Loss Ultimatums" in John Morgan (ed.), *Advances in Applied Microeconomics (Volume 13): Experimental and Behavioral Economics*, Amsterdam: Elsevier, 1-13
- Camerer, C. F., & Johnson, E. J. (2004). Thinking about Attention in Games: Backward and Forward Induction. In I. Brocas & J. Carillo (Eds.), *The Psychology of Economic Decisions (Vol. 2)*: Oxford University Press.
- Chapman, G. and Johnson, E. J. "Incorporating the Irrelevant: Anchors in Judgments of Belief and Value," in T. Gilovich, D. Griffin and D. Kahneman, (Eds.) *Intuitive Judgment: Heuristics and Biases*, Cambridge University Press, 2002.
- Johnson, E.J. and Russo, J.E., "Co-evolution: Toward a Third Frame for Analyzing Competitive Decision Making," in G.S. Day and D. J. Reibstein (eds.), *Wharton on Dynamic Competitive Strategy*, 1997, Wiley, 177-197.
- Payne, J. W. Bettman, J. R., Johnson, E. J. & Luce. M. F. "An Information Processing Perspective on Choice" in J. R. Busemeyer, R. Hastie, D. L. Medin, (Eds.) *Decision Making from the Perspective of Cognitive Psychology*, Academic Press, 1995, 137-176.
- Camerer, C., Johnson, E. J., Rymon, T. & Sen, S. "Cognition and Framing in Sequential Bargaining for Gains and Losses," in K. Binmore, A. Karman & P. Tani (Eds.), *Proceedings of the International Conference on Game Theory*, Cambridge MA: MIT Press, 1995.
- Johnson, E. J., Payne, J. W. & Bettman, J. W. "Adapting to Time Constraints," in J. Maule and O. Svenson (Eds.) *Time Pressure and Stress in Human Judgment and Decision Making*, NY: Plenum, 1994.
- Payne, J. W., Bettman, J. R. & Johnson, E. J. "The Use of Multiple Strategies in Judgment and Choice," in N.J. Castellan Jr., (Ed.), *Current Issues in Individual and Group Decision Making*, Erlbaum, 1993.
- Camerer, C. & Johnson, Eric J., "The Process-Performance Paradox in Expert Judgment: How Can Experts Know So Much and Predict So Badly?" in A. Ericsson & J. Smith (Eds.), *Toward a General Theory of Expertise: Prospects and Limits*, Cambridge University Press, 1991.  
Reprinted in Goldstein, W., and Hogarth, R.M., (Eds.) *Research on Judgment and Decision-Making*, Cambridge University Press, 1997.
- Bettman, J. R., Johnson, E. J. & Payne, J. W., "Consumer Decision Making," in H. Kassarian, & T. Robertson (Eds.), *Handbook of Consumer Theory and Research*, Prentice Hall, 1991.

Payne, J. W., Bettman, J. R., & Johnson, E. J. "The Adaptive Decision-Maker: Effort and Accuracy in Choice," in R. M. Hogarth (Ed.) *Insights in Decision-Making—A Tribute to Hillel J. Einhorn*, The University of Chicago Press, 1990.  
Reprinted in Goldstein, W., and Hogarth, R.M., (Eds.) *Research on Judgment and Decision-Making*, Cambridge University Press, 1997.

Johnson, E. J. "Expertise and Decision Under Uncertainty: Process and Performance," in M. Chi, R. Glaser & M. Farr (Eds.), *The Nature of Expertise*, Lawrence Erlbaum Associates, 1988.

Johnson, E. J. & Payne, J. "The Decision to Commit a Crime: An Information Processing Analysis," in R. Clarke & D. Cornish (Eds.), *Criminal Decision Making*, Springer-Verlag, 1986.

Fischer, G. W. & Johnson, E. J. "Behavioral Decision Theory and Political Decision Making," in R. Lau (Ed.), *Political Cognition*, Lawrence Erlbaum Associates, 1986.

Valle, V. & Johnson, E. J. "Consumer Response to Product Quality," in I. Frieze, D. Bar-Tal, and J. Carroll (Eds.), *New Approaches to Social Problems: Applications of Attribution Theory*, San Francisco, Jossey-Bass 1979.

#### Articles under review

Reeck, C., Lee, B. L., Krefeld-Schwalb, A., Xu, S. and Johnson, E. J. Information Search Shapes Consumer Patience: A Novel Process Informed Model for Intertemporal Choice, revision requested, *Management Science*.

Zaval, Lisa, Li, Ye, and Johnson, Eric J. (2019). Affective Forecasting for Future Consumption Improves across the Life Span. (Revising for *Journal of Consumer Psychology*)

Goldstein, D. G., Johnson, E. J., & Sharpe, W. F. *Distribution Builder: A Tool for Measuring Preferences for Investment Risk*. Revise and resubmit. *Marketing Science*.

Johnson, E. J., Hardie, B. G. S., Meyer, R., & Walsh, J. *Observing Unobserved Heterogeneity Using Process Data to Enhance Choice Models*: Under Revision

#### Unpublished Papers

Adams, M. and Johnson, E. J. and Mitchell, D. "Your Preferences May be Hazardous to Your Wealth: How False Consensus and Overconfidence Influence Judgments of Product Success."

#### Reports and other materials

##### a. Editorials

Hershey, John & Johnson, Eric J. "How to Decide on Auto Insurance" op-ed column, *Philadelphia Inquirer*, July 1990.

Johnson, Eric & Goldstein, Daniel G. "The Daily Defaults That Change Lives" op-ed column, *Financial Times* (UK and North American Editions), August 29, 2006. [[Link](#)]

Johnson, E.J., & Weber, E.U. (2017). Making America agree again: Two business school professors discovered how to make both red and blue Americans care about Trump's drastic budget cuts. Quartz, online publication March 16, 2017: <https://qz.com/930637/the-right-way-to-look-at-trumps-budget-is-to-make-the-abstract-into-the-personal/>

Klotz, L. et al. (2019). Twenty Questions About Design Behavior for Sustainability, Report of the International Expert Panel on Behavioral Science for Design, *Nature Sustainability*, [https://www.nature.com/documents/design\\_behavior\\_for\\_sustainability.pdf](https://www.nature.com/documents/design_behavior_for_sustainability.pdf)

b. Letters to the Editor

Johnson, E. J. & Goldstein, D. G. (2008). We Should Be Able to Reduce the Wait-List to Death. *The Wall Street Journal*, December 24. [\[Link\]](#)

c. Business Press

Mrkva, Kellen, Eric J. Johnson, Crystal Reeck, and Nathaniel Posner. 2021. "Design Systems with Your Most Vulnerable Users in Mind." *Harvard Business Review*, April 2021 <https://bg.hbr.org/2021/04/design-systems-with-your-most-vulnerable-users-in-mind>.

Goldstein, Daniel G., Johnson, E.J., Herrmann, A. and Heitmann, M. (2008). Nudge Your Customers Toward Better Choices. *Harvard Business Review*, 86(12), 99-105. [\[Link\]](#)  
Reprinted in German as So lenken Sie Ihre Kunden. *Harvard Business Manager*, January 27. [\[Link\]](#)

d. Amici curiae

Brief of Scholars of Behavioral Economics as *Amici Curiae* in Support of Petitioners, Expression Hair Design v. Eric T. Schneiderman, Attorney General of the State of New York, Supreme Court of the United States (No. 15-1391, 2016).

C. Editorial activities

1. Editorial review boards

Member, Editorial Board, *Journal of Marketing Research*, 2011-2024  
Member, Editorial Board, *Journal of Consumer Research*, 1983-2022  
Member, Editorial Board, *Journal of Neuroscience, Economics and Psychology* 2010-2024  
Member, Editorial Board, *Judgment and Decision Making*, 2007-2010  
Member, Editorial Board, *Journal of Public Policy and Marketing*, 2003-2008.  
Member, Editorial Board, *Journal of Consumer Psychology*, 1994-2004.  
Member, Editorial Board, *Journal of Interactive Marketing*, 1997-2007.  
Member, Editorial Board, *Marketing Science*, 1985-94.  
Member, Editorial Board, *Marketing Letters*, 1988-2002.  
Advisory Board, *Review of Marketing*, 1988.  
Member, Review Panel, National Science Foundation, *CRISP* 2018

Faculty Awards for Women, 1991.  
Small Business Innovation Grants, 1993-1994  
Review Panel for Decision, Risk and Management Science, 1994-96

Occasional reviewer for:

*American Economic Review*  
*Journal of Behavioral Decision Making*,  
*Journal of Personality and Social Psychology*,  
*Journal of Economic Behavior in Organizations*,  
*Journal of Experimental Psychology: General*,  
*Journal of Experimental Social Psychology*,  
*Management Science*,  
*Organizational Behavior and Human Decision Processes*  
*Operations Research*,  
*Psychological Review*,  
*Psychological Science*,  
*Review of Economic Studies*  
*Science*,  
*Proceedings of the National Academy of Sciences*,  
and the National Science Foundation.

## 2. Editorships.

Senior Editor, Management, Marketing and Decision Sciences, *Behavioral Science and Policy*. (2012-)  
Associate Editor, *Frontiers in Decision Neuroscience*, 2010-  
Associate Editor, *Journal of Consumer Psychology*, 1993-1996  
Editor, Special Issue on Risk, (2004) *Journal of Public Policy and Marketing*,  
Editor, Special Section on E-Branding, (2003) *Electronic Markets*.

## 3. Other editorial activity

Judge, 1991-97, Chair, 1997, Hillel Einhorn Young Investigators Award, Judgment and Decision Making Society.

## Courses taught

1. Undergraduate courses (Wharton and Carnegie)  
Marketing Research, Marketing and Electronic Commerce, Marketing Management
2. Graduate courses

Marketing Management, Marketing Strategy, Marketing and Electronic Commerce, Marketing Research, Marketing Multinational Marketing Management, Negotiation, Consumer Behavior Doctoral Seminar, Consumer Behavior, Psychology of Decision-Making. Behavioral Economics: Customers and Markets, and co-developed The Psychology and Economics of Consumer Finance, and Future of Financial Services. Developed Becoming Better Choice Architects.

Winner, Wharton: *MBA Core Teaching Award*, 1996.  
Nominated for the *Anvil Award*, for MBA teaching quality, 1990.

Columbia AMA Award for *Class Most Useful After Graduation* and *Best Marketing Course You Have Taken at Columbia*, 2007  
*Dean's Award for Innovation in the Classroom* with Steven Zeldes for Psychology and Economics of Consumer Finance, 2013.

## I PROFESSIONAL ACTIVITIES

### A. University-related activities

#### 1. Committee membership

##### a. School committees

Columbia Business School Executive Committee 2007-2009  
Columbia Business School Promotion and Tenure Committee 2000-2005, 2016-2019  
Wharton Behavioral Lab Planning and Implementation Committee, Chair 1990-  
Wharton Computer Committee, 1990-3.  
Wharton Research Policy Committee, 1989,1993, Chair, 1998.  
Wharton Graduate Curriculum Committee, 1988.  
Department Doctoral Committee, 1988-96.  
Department Colloquium Committee, co-chair, 1987.  
Department Recruiting Committee, 1987-89,1991, 1997 co-chair, 1988, 1995, 2009, chair 2023.

##### b. Doctoral dissertation committees

Columbia:

Eric Park, Marketing  
Mathew Sisco, Psychology  
Claudia Schneider, Psychology  
Sudy Majd, Psychology.  
Raymond Crookes, Psychology  
Lisa Zaval, Psychology (Postdoc, Columbia University)  
Steven Atlas, Marketing (Assistant Professor, University of Rhode Island) Co-Chair  
David Hardisty, Psychology (Now Associate Professor, University of British Columbia)  
Peter Jarnebrandt, Marketing. (Now Associate Professor BI Norwegian Business School) Chair  
Hannah Chang, Marketing  
Jeff Brodschol, Psychology  
Julia Kamelson, Psychology  
Christopher Camacho, Psychology  
Matthew Salganik, Sociology

Kyle Murray, Marketing, University of Alberta  
Noel Brewer, Psychology, Rutgers University

Wharton:

Naomi Mandel (Professor, University of Arizona), (Winner of Society for Consumer Psychology Dissertation Proposal Award), Advisor.

Nancy Buchan (Associate Professor, University of South Carolina), (Winner of Marketing Science Institute Alden Clayton Doctoral Proposal Competition), Advisor  
Kimberly Taylor (Professor, Florida International University), Chair  
Vicki Morwitz (Bruce Greenwald Professor of Business, Columbia University), Member  
Sankar Sen, Lawrence and Carol Zicklin Chair in Corporate Integrity and Governance, Zicklin School of Business, Baruch College), Advisor

Carnegie Mellon:

David A. Schkade (Jerome Katzin Endowed Chair Professor of Management and Strategy, UCSD), Chair.  
Sanjoy Goshe (Professor, University of Wisconsin, Milwaukee), Chair.  
Henriette Sanft (Foote, Cone and Belding, Los Angeles), Chair.  
Scott Hawkins (Professor, University of Toronto), Co-Chair.

c. Post-doctoral Supervision.

Gretchen Chapman, 1990-1992. Professor of Social and Decision Sciences, Carnegie-Mellon University  
Daniel Goldstein 2002-5. Principle Researcher Microsoft Labs and Distinguished Scholar, The Wharton School of the University of Pennsylvania.  
Martijn Willemsen 2003-4. Associate Professor at Technical University, Eindhoven  
Michael Schulte-Mecklenbeck 2005-6. Lecturer, Consumer Behavior, University of Bern, Switzerland  
Kirstin Appelt, 2010, Now Adjunct Professor, Marketing and Behavioural Science Division, Saunderson School of Business, University of British Columbia  
Jon Westfall, 2008-2011, Associate Professor of Psychology, Delta State University  
Ye Li, 2009-2011, Assistant Professor, University of California, Riverside  
Christoph Ungemach, Professor of Marketing, Technical University, Munich.  
Kellen Mrkva, 2019-2021, now Assistant Professor, Baylor University  
Antonia Krefeld-Schwalb, 2020-2021, now Assistant Professor, Rotterdam Graduate School of Management, Erasmus University

B. Professional affiliations and memberships

President, Society for Neuroeconomics, 2013

President, Society for Judgment and Decision Making, 2004-5.

Executive Committee, Society for Neuroeconomics, 2008-2011, Program Committee 2010

Program Committee, Association for Consumer Research, 1992-95.

Co-Chair, Marketing Track, Behavioral Decision Research in Management, 1986, Co-Organizer 1990.

Program Committee, Judgment/Decision-Making Society, 1983-86, Chair, 1986, Executive Committee, 1986.

Memberships: Association for Consumer Research, Association for Psychological Science. Judgment/Decision-Making Society, American Association for the Advancement of Science

Member, Behavioral Economics and Consumer Finance Working Group, Russell Sage, and Alfred P. Sloan Foundations 2009-2013

### C. Grants.

Einstein Visiting Fellowship, Einstein Foundation, Berlin 2022-2025 [€500,000]

Columbia-IBM Center for Blockchain & Data Transparency: Increasing Usage of COVID-19 Exposure Notification Applications. Sept. 2020-December 2022. Seed funding and renewal [\$100,000].

Alfred P. Sloan Foundation Number G-2018-11114: Heterogeneity and Helping: Building Effective and Selective Choice Architecture. Sept. 1, 2018-June 30, 2020. [\$209,610]

National Science Foundation: Subcontract to Columbia University (main contract to Leidy Klotz, Clemson University, \$994,447). Intentional defaults for more sustainable infrastructure: Studying interventions to alleviate decision biases in upstream, multi-stakeholder decisions, [\$278,321 subcontract to CU], 8/15-7/17.

TIAA-CREF Institute, “Customized Choice Architecture: Helping without Nudging” with Kirstin Appelt, 2014-15 [\$90,000]

National Institute of Health 1 R01 AG044941-01. Principal Investigator: Johnson, Eric J. Project Title: Cognitive and Emotional Sources of Wisdom in Decision Making Across the Lifespan, with Elke Weber, Ye Li, and Liza Zaval. [\$320,000]

National Endowment for Financial Education Grant 5326. Cognitive Capabilities, Decision-Making Capabilities and Financial Outcomes Across the Lifespan, with Ye Li. [\$164,997]

NIA and SSA for co-funding of the Decision Making over the Lifespan, supplement to grant R01-AG-27934 with Olivia Toubia and Dan Bartels. [\$90,000]

Alfred P. Sloan Foundation/Russell Sage Foundation Number 2011-5-12 ECON: To Conduct Behavioral Research on Decision-Making by Consumers that Informs the Design of Health Insurance Exchanges [\$124,948]

Alfred P. Sloan Foundation/Russell Sage Foundation: Accounting for Tastes and Skill: The Impact of Individual Differences on Annuity and Post-Mortgage Decision Making 2010-11 [\$85,000]

Social Security Administration: “Deciding to Retire” (Supplement to NIA grant) 2010-12 [\$184,419]

National Institute of Aging, National Institute of Health, with Elke Weber and Yaakov Stern.  
“Decision-Making Across the Life Span” 2007-2012 [\$1,600,000]

National Science Foundation: Risk, Decision and Management Science, with Elke Weber  
“Preferences as Memories.” 2004-2006. [\$427,000]

National Science Foundation, Digital Government Program, 2002 [\$100,000]

Founder and Director, The Wharton Forum for Electronic Commerce, a public-private initiative that brought together corporate partners, including AT&T, IBM, State Farm, Johnson and Johnson, British Airways, and Fannie Mae (among others) to conduct research in the area of computer-mediated commerce. December 1996-August 1999. [Total Funding, under my directorship: \$1,550,000].

National Science Foundation, Economics and Decision, Risk and Management Science Programs (Joint Funding), with Colin Camerer, 1990-1991 [\$116,000].

National Science Foundation, Risk, Decision and Management Science, "The Role of Insurance, Compensation, Regulation, and Protective Behavior in Decision Making about Risk and Misfortune," with J. Baron, C. Camerer, N. Doherty, P. Kleindorfer & H. Kunreuther, 1988-1991, [\$1,167,000].

National Science Foundation, Risk, Decision and Management Science, "Strategies for Judgment: A Process Tracing Investigation of Effort and Accuracy," 1988-1990. [\$107,555]

Office of Naval Research, Engineering Psychology Program, "Adaptive Decision Strategies," with John Payne and James Bettman, 1987-1990 [\$350,000].

Office of Naval Research, Engineering Psychology Program, "Effort and Accuracy in Choice," with John Payne and James Bettman, 1984-1987 [\$325,000].

National Science Foundation, Decision and Management Science, "Cognitive Processes and Preference Assessment in Multiple Objective Decision Analysis," with Gregory Fischer and Mark Kamlet, 1983 [\$49,000].

## **OUTSIDE ACTIVITIES DISCLOSURE**

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest. Here is the list of my outside activities for the last five years:

1. Unpaid Service

TIAA-CREF Institute Fellow, 2012-.

Consulting for a national political campaign, non-disclosure signed, 2016, 2020.

2. Unpaid Research

Recipient of grants to study choice architecture, consumer financial decision-making and consumer health care decisions on exchanges, The Alfred P. Sloan and Russell Sage Foundations.

Recipient of grants from the National Science Foundation, the Social Security Administration, The TIAA-Institute, the National Endowment for Financial Education, and the National Institute of Aging.

Recipient of Grant from the Einstein Stiftung, Berlin

3. Unpaid Teaching and Lectures

4. Paid Service, Teaching and Research

Proposal Reviewer, The Russell Sage Foundation 2012, 2014, 2015, 2016 2017, 2019 Alfred P. Sloan Foundation, 2014, 2017, 2018, 2019

Consulting and Lectures for Fidelity Investments, 2017, 2018, 2019, 2022-2024.

Consulting and Lectures for the Vanguard Group, 2023-2024

Panelist for Gensler, Inc, 2019

Lecture for Hoya, 2022

Lecture for Warburg Pincus, 2022

Consulting for Insight Investments, 2023.

Consulting and Author for the *Wall Street Journal* 2022