

Nathaniel Posner

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EDUCATION

Columbia Business School

PhD Candidate in Marketing; Consumer Behavior

New York, NY

Expected May 2026

Vassar College

BA, Major: Psychology

Minor: Economics

Poughkeepsie, NY

May 2019

RESEARCH INTERESTS

Psychology of money and debt, social cognition, choice architecture, prosocial behavior

PEER-REVIEWED PUBLICATIONS

Posner, N., Simonov, A., Mrkva, K., & Johnson, E. J. (2023). [Dark Defaults: Choice Architecture Steers Political Campaign Donations](#). *Proceedings of the National Academy of Sciences*. 120(40), e2218385120.

- Winner of 2024 AMA-EBSCO-RRBM award for Responsible Research in Marketing.
- Covered in NPR's [The Indicator from Planet Money](#) and [Morning Edition](#).

Reeck, C., **Posner, N.**, Mrkva, K., & Johnson, E. J. (2023). [Nudging App Adoption: Choice Architecture Facilitates Consumer Uptake of Mobile Apps](#). *Journal of Marketing* 87(4), 510-527.

Mrkva, K., **Posner, N.**, Reeck, C., & Johnson, E. J. (2021). [Do Nudges Reduce Disparities? Choice Architecture Compensates for Low Consumer Knowledge](#). *Journal of Marketing* 85(4), 67-84.

- Finalist for the 2023 AMA-EBSCO-RRBM award for Responsible Research in Marketing.
- Honorable Mention for the 2022 BSPA Best Paper Award

OTHER PUBLICATIONS

Mrkva, K., Johnson, E. J., Reeck, C., & **Posner, N.** (2021). [Design systems with your most vulnerable users in mind.](#) *Harvard Business Review*.

WORKING PAPERS (*denotes joint authorship)

Posner, N.*, Park, E.* , & Schmitt, B. When do Consumers Think AI has a Mind?
Under Review at the Journal of Consumer Research.

Posner, N., & Davidai, S. Misperceptions of Indebtedness Promote Prosociality.

SELECTED RESEARCH IN PROGRESS

Posner, N. & Morwitz, V. Psychological Interest Rates.

Posner, N. & Morwitz, V. Imposition Versus Impoliteness in Requests for Time and Money.

Posner, N., Krefeld-Schwalb, A., & Van den Bergh, B. How People Spend “Free” Money.

Posner, N., Friedman, E., & Dana, J. Nosy Preferences for Others’ Consumption.

CONFERENCE PRESENTATIONS (*presenter)

Posner, N.*, & Davidai, S. (September 2024). Misperceptions of Indebtedness Promote Prosociality. Association for Consumer Research Conference (ACR).

Posner, N.*, Park, E. S., & Schmitt, B., (September 2024). When Consumers Credit AI with Consciousness. Association for Consumer Research Conference (ACR).

Posner, N.*, Simonov, A., Mrkva K., & Johnson, E. J., (August 2024). Dark Defaults: How Choice Architecture Steers Political Campaign Donations. American Marketing Association Conference (AMA).

Posner, N.*, & Davidai, S., (March 2024). Who Pays the Bill? Misperceptions of Indebtedness in Joint Consumption. Society for Consumer Psychology

Conference (SCP).

Posner, N.*, & Morwitz, V., (October 2023). From Friends to Firms: Dissecting Consumer Reactions to Time and Money Requests Across Diverse Relationships. Association for Consumer Research Conference (ACR). Poster.

Posner, N.*, Simonov, A., Mrkva, K., & Johnson, E. J. (October 2022). Dark Defaults: How Choice Architecture Steers Campaign Donations. Association for Consumer Research Conference (ACR).

Reeck, C.*, **Posner, N.**, Mrkva, K., & Johnson, E. J. (October 2021). Nudging app adoption: Choice architecture increases adoption of COVID-19 digital contact tracing. Association for Consumer Research Conference (ACR). Virtual.

Reeck, C.*, **Posner, N.**, Mrkva, K., & Johnson, E.J. (2021). Choice Architecture Facilitates Adoption of COVID-19 Digital Contact Tracing. Conference on Behavioral Economics Experiments and Insights on COVID-19. Virtual.

Mrkva, K.*, **Posner, N.**, Reeck, C., & Johnson, E. J. (December 2020). Do Nudges Reduce Disparities? Choice Architecture Compensates for Low Knowledge and SES. Society for Judgement and Decision Making Conference (SJDM). Virtual.

RESEARCH SUPPORT

Dark Defaults: How Choice Architecture Steers Political Campaign Donations. AMA-EBSCO-RBBM Responsible Research in Marketing Grant, 2024.

Psychological Interest Rates. Columbia Experimental Laboratory for Social Sciences Grant, 2024.

Poverty and Self-efficacy. Vassar College Undergraduate Research Award, 2018.

PROFESSIONAL SERVICE

Society for Consumer Psychology Conference 2024, ad-hoc reviewer.

TEACHING EXPERIENCE

Michel Pham, Experimental Design, Spring 2024

Shawndra Hill, Data Science for Marketing Managers, Spring 2024

Andrey Simonov, Undergraduate Marketing Management, Fall 2023

Ran Kivetz, Marketing, Fall 2023

Ran Kivetz, EMBA Marketing Strategy, Fall 2022, Spring 2023, Fall 2023

Ran Kivetz, High-Tech Entrepreneurship, Spring 2023, Spring 2024

Eric Johnson and Stephen Zeldes, The Psychology and Economics of Consumer Finance, Spring 2022.

HONORS AND AWARDS

AMA-EBSCO-RBBM Award for Responsible Research in Marketing (2024)

Phi Beta Kappa (2019)

Psi Chi (2018)