

Rom Y. Schrift

Curriculum Vitae, October 2020

Kelley School of Business
Indiana University
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ACADEMIC EMPLOYMENT

Associate Professor of Marketing, Kelley School of Business, Indiana University
2019 – present

Claude Marion Endowed Faculty Scholar, The Wharton School, University of Pennsylvania
2014 – 2015

Assistant Professor of Marketing, The Wharton School, University of Pennsylvania
2011 – 2019

EDUCATIONAL BACKGROUND

Ph.D. (with Honors), Marketing, May 2011
Columbia Business School, Columbia University, New York, NY

M.B.A. (with Honors), Marketing, June 2006
The Jerusalem School of Business Administration, The Hebrew University of Jerusalem, Jerusalem, Israel

B.Sc., Mechanical Engineering, June 2002
Faculty of Engineering Sciences, Ben-Gurion University of the Negev, Beer-Sheva, Israel

RESEARCH INTERESTS

Regulation of Conflict and Effort in Choice / Preference Formation and Decision Making /
Empathy and Social Influence / Multitasking and Persistence / Sense of Autonomy / Systematic
Approaches to Creativity

PUBLISHED AND ACCEPTED MANUSCRIPTS

1. Schrift, Rom Y., Oded Netzer, and Ran Kivetz (2011), "Complicating Choice," *Journal of Marketing Research*, 48(2), 308-326
 - Winner of the Best Competitive Paper Award, SCP 2010
 - Finalist, O'Dell Award, Journal of Marketing Research, 2016
 - Honorable Mention, AMA/John Howard, Doctoral Dissertation Competition, 2011
 - Honorable Mention, AMS Mary Kay Doctoral Dissertation Competition, 2011
2. Parker, Jeffrey R., and Rom Y. Schrift (2011), "Rejectable Choice-Sets: How Seemingly Irrelevant No-Choice Options Affect Consumer Decision Processes," *Journal of Marketing Research*, 48(5), 840-854
 - Winner of the Best Student Paper Award, SCP 2010
3. Schrift, Rom Y., and Jeffrey R. Parker (2014), "Staying the Course: The Option of Doing Nothing and Its Impact on Postchoice Persistence," *Psychological Science*, 25(3), 772-780
4. Schrift, Rom Y., and Moty Amar (2015), "Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences," *Journal of Consumer Research*, 42(4), 515-534
 - Winner of the Best Competitive Paper Award, ACR 2015
5. Schrift, Rom Y., Ran Kivetz, and Oded Netzer (2016), "Complicating Decisions: The Work Ethic Heuristic and the Construction of Effortful Decisions," *Journal of Experimental Psychology: General*, 145(7), 807-829
6. Cheng, Yimin, Anirban Mukhopadhyay, and Rom Y. Schrift (2017), "Do Costly Options Lead to Better Outcomes? How the Protestant Work Ethic Influences the Cost-Benefit Heuristic in Goal Pursuit," *Journal of Marketing Research*, 54(4), 636-649
7. Schrift, Rom Y., Jeffrey R. Parker, Gal Zauberaman, and Shalena Srna (2018), "Multi-Stage Decision Processes: The Impact of Attribute Order on How Consumers Mentally Represent Their Choice," *Journal of Consumer Research*, 44(6), 1307-1324
8. Srna, Shalena, Rom Y. Schrift, and Gal Zauberaman (2018), "The Illusion of Multitasking and Its Positive Effect on Performance," *Psychological Science*, 29(12), 1942-1955
9. Ascarza, Eva, Scott A. Neslin, Oded Netzer, Zachery Anderson, Peter S. Fader, Sunil Gupta, Bruce G.S. Hardie, Aurélie Lemmens, Barak Libai, David Neal, Foster Provost, and Rom Y. Schrift (2018), "In Pursuit of Enhanced Customer Retention Management: Review, Key Issues, and Future Directions," *Customer Needs and Solutions*, 5(1-2), 65-81

10. Zwebner, Yonat, and Rom Y. Schrift (2020), "On My Own: The Aversion to Being Observed During the Preference-Construction Stage" (forthcoming at the *Journal of Consumer Research*)
11. Wertebroch Klaus, Rom Y. Schrift, Joseph W. Alba, Alixandra Barasch, Amit Bhattacharjee, Markus Giesler, Joshua Knobe, Donald R. Lehmann, Sandra Matz, Gideon Nave, Jeffrey R. Parker, Stefano Puntoni, Yanmei Zheng, Yonat Zwebner, "Autonomy in Consumer Choice," (forthcoming in *Marketing Letters*)

INVITED ARTICLES

12. Kivetz, Ran, Oded Netzer, and Rom Y. Schrift (2008), "The Synthesis of Preference: Bridging Behavioral Decision Research and Marketing Science," *Journal of Consumer Psychology*, 18(3), 179-186

ONLINE REFEREED PUBLICATIONS

13. Carmon, Ziv, Rom Y. Schrift, Klaus Wertebroch, and Haiyang Yang (2019), "Designing AI Systems that Customers Won't Hate," *MIT Sloan Management Review*, <https://sloanreview.mit.edu/article/designing-ai-systems-that-customers-wont-hate/>

CASES AND TEACHING NOTES

14. Goldenberg, Jacob, and Rom Y. Schrift, "Less Is More: How Industry Giants Like Apple and Philips Really Innovate," *Columbia CaseWorks*, Columbia Business School, September 2016
15. Goldenberg, Jacob, and Rom Y. Schrift, "Creative Connections: How Companies Innovate by Crafting New Links between Attributes," *Columbia CaseWorks*, Columbia Business School, August 2017
16. Goldenberg, Jacob, and Rom Y. Schrift, "Go Forth and Multiply: Unlocking Successful Innovation," *Columbia CaseWorks*, Columbia Business School, September 2018

MANUSCRIPTS UNDER REVIEW

- Shalev, Edith, and Rom Y. Schrift, “The Dual Effect of Perceived Centrality on Conformity to Group Preference” (invited revision at the *Journal of Consumer Psychology*)
- Kim, Nicole, Alixandra Barasch, Yonat Zwebner, and Rom Y. Schrift, “You Must Have a Preference: The Impact of No Preference Communication on Joint Decision-Making” (invited revision at the *Journal of Marketing Research*)

PROJECTS AT DIFFERENT STAGES OF COMPLETION

- Zwebner, Yonat, and Rom Y. Schrift, “The Pain of Choice: Explicit vs. Implicit Choice and Its Impact on Subjective Experience of Difficulty”
- Srna, Shalena, Gal Zauberman, and Rom Y. Schrift, “A Prediction Gap in the Effect of Income Tax on Effort”
- Schrift, Rom Y., Klaus Wertenbroch, and Yonat Zwebner, “Choosing Free Will: The Freedom from Randomness and Determinism”
- Schrift, Rom Y., and Kyu Ree Kim, “Optimal Recommendation Time: When and How Should Companies Issue Recommendations”
- Daniela Schmitt, Rom Y. Schrift, Raghuram Iyengar, and Florian Stahl, “The Effects of Price Promotions on New Customer Acquisition for Information Goods”
- Kyu Ree Kim and Rom Y. Schrift, “Abandoning Self-Imposed Restriction: How the Timing of Facing a Non-compliant Option Affects Self-Regulation”

HONORS AND AWARDS

- Excellence in Teaching Award, Undergraduate Division, The Wharton School, 2018
- “Top 40 Undergraduate Professors,” Poets & Quants Selection, 2017
- Excellence in Teaching Award, Undergraduate Division, The Wharton School, 2017
- Marketing Science Institute Young Scholar Award, 2017
- Finalist, 2016 William F. O’Dell Award, *Journal of Marketing Research*
- Best Paper Award, *Association for Consumer Research*, 2015
- The Claude Marion Endowed Faculty Scholar Award, 2014-2015
- Excellence in Teaching Award, Undergraduate Division, The Wharton School, 2014
- Excellence in Teaching Award, Undergraduate Division, The Wharton School, 2012
- AMA / John A. Howard, Doctoral Dissertation Competition, 2011, Honorable Mention
- Mary Kay Doctoral Dissertation Competition, 2011, Honorable Mention
- Best Competitive Paper Award, *Society for Consumer Psychology*, 2010 Winter Conference
- Best Student Paper Award, *Society for Consumer Psychology*, 2010 Winter Conference

- AMA-Sheth Doctoral Consortium Fellow, Texas Christian University, 2010
- Annual UH Doctoral Symposium Fellow, University of Houston, 2010

INVITED TALKS

- Marshall School of Business, University of Southern California, *forthcoming*, Fall 2020
- Journal of Marketing Research Development Workshops, Hong Kong and Beijing, Spring 2019
- Alfred Lerner College of Business and Economics, University of Delaware, Fall 2018
- Warrington College of Business, University of Florida, Fall 2018
- Kelley School of Business, Indiana University, Fall 2018
- Fox School of Business, Temple University, Fall 2018
- Graduate School of Business Administration, Bar-Ilan University, Spring 2018
- Rady School of Management, University of California San Diego, Spring 2018
- GBM Workshop, Fox School of Business, Temple University, Spring 2018
- Alberta School of Business, University of Alberta, Spring 2018
- Columbia Business School, Columbia University, Spring 2018
- London Business School, London, UK, May 2017
- Bocconi School of Management, Milan, Italy, May 2017
- The Fuqua School of Business, Duke University, Durham, NC, April 2017
- INSEAD, Fontainebleau, France, June 2016
- Tel-Aviv University School of Management, Tel Aviv, Israel, March 2016
- Stanford Graduate School of Business, Stanford University, January 2016
- S. C. Johnson Graduate School of Management, Cornell University, January 2015
- Arison School of Business, IDC Herzliya, Israel, May 2014
- Anderson School of Management, University of California, Los Angeles, April 2013
- The William Davidson Faculty of Engineering, Technion, March 2012
- Yale School of Management, February 2012
- Psychology Department, The Hebrew University of Jerusalem, January 2012
- Ono Academic College, December 2011
- Arison School of Business, the Interdisciplinary Center (IDC), August 2011
- The Johns Hopkins Carey Business School, November 2010
- The Hong Kong University of Science and Technology, November 2010
- The Wharton School, University of Pennsylvania, October 2010
- Stanford Graduate School of Business, Stanford University, October 2010
- Rotman School of Management, University of Toronto, October 2010
- The University of Chicago Booth School of Business, October 2010
- London Business School, October 2010
- Tuck School of Business at Dartmouth, October 2010
- Stern School of Business, New York University, September 2010
- Leeds School of Business, University of Colorado at Boulder, September 2010
- Smeal College of Business, The Pennsylvania State University, September 2010
- School of Business Administration, University of Miami, September 2010
- Robert H. Smith School of Business, University of Maryland, September 2010
- The Jerusalem School of Business Administration, Hebrew University, January 2008

CONFERENCE PRESENTATIONS

- “The Objectivity Illusion of Ranking Procedures: How and Why Ranking Alleviates Decision Difficulty,” with Yonat Zwebner, Association for Consumer Research, Online Conference, October, 2020
- Perceived Autonomy in Consumer Choice, the 11th Triennial Invitational Choice Symposium, Chesapeake Bay, MD, May, 2019 (session co-chair)
- Doctoral Symposium, Society for Consumer Psychology, Savannah, GA, February, 2019
- “Preferences Under Construction: Decision-Makers' Aversion to Being Observed During the Deliberation Phase,” with Yonat Zwebner, Behavioral Decision Research in Management, Boston, IL, June, 2018
- “Choosing vs. Ranking: Elicitation Modes and Their Impact on Consumers' Subjective Experience of Difficulty,” with Yonat Zwebner, Association for Consumer Research, San Diego, CA, October, 2017
- “The Illusion of Multitasking and Its Effect on Performance,” with Shalena Srna and Gal Zaubergerman, Society for Consumer Psychology, San Francisco, CA, February, 2017
- “A Prediction Gap in the Effect of Income Tax on Effort,” with Shalena Srna and Gal Zaubergerman, Society for Consumer Psychology, San Francisco, CA, February, 2017
- “Multitasking: Perception and Performance,” with Shalena Srna and Gal Zaubergerman, Society for Judgment and Decision Making Conference, Boston, MA, November, 2016
- “The Aversion to Being Observed During Conflict and Its Impact on Choice,” with Yonat Zwebner, Society for Judgment and Decision Making Conference, Boston, MA, November, 2016
- “Multitasking: Perception and Performance,” with Shalena Srna and Gal Zaubergerman, Association for Consumer Research, Berlin, Germany, October, 2016
- “How and When Consumers Make Tradeoffs,” with Yonat Zwebner, Special Session at the Association for Consumer Research, Berlin, Germany, October, 2016
- “Active vs. Passive Choice and Its Impact on Customer Churn,” IDEA conference, Atlanta, GA, June 2016
- “Multitasking: Perception and Performance,” with Shalena Srna and Gal Zaubergerman, Behavioral Decision Research in Management, Toronto, Canada, June, 2016
- “Multi-Stage Decisions Change How Decision-Makers Categorize Their Chosen Option,” with Jeffrey R. Parker, Gal Zaubergerman and Shalena Srna, Behavioral Decision Research in Management, Toronto, Canada, June, 2016
- “How Observing Others' Decisional Conflict Impacts Our Own Preferences,” with Moty Amar, Association for Psychological Science, Chicago, IL, May, 2016
- Choice Symposium, Lake Louise, Alberta, CA, May, 2016
- “Decision-Tree Structures and Their Impact on Similarity Judgment and Replacement Options,” with Jeffrey R. Parker, Gal Zaubergerman, and Shalena Srna, Society for Consumer Psychology, St. Pete Beach, FL, February, 2016
- “Pain and Preferences: The Impact of Other's Decisional Conflict on Our Own Preferences,” with Moty Amar, Association for Consumer Research, New Orleans, LA, October, 2015
- “Illusions of Preference Construction,” with Ran Kivetz and Oded Netzer, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
- “Beyond the Choice Set: The Impact of Considering Similar Outside Options,” with Jeffrey R. Parker, Gal Zaubergerman, and Shalena Srna, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015

- “God, Luck and the World: Consequences of Consumer Beliefs on Judgment and Choice,” with Yimin Cheng and Anirban Mukhopadhyay, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
- “What Makes You Pay? Features of Incentives and the Distribution of Benefits in Financial Behavior,” with Shalena Srna and Gal Zauberan, Special Session at the Association for Consumer Research, New Orleans, LA, October, 2015
- “Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences,” Four School Conference, Stern School of Business, NYU, April, 2015
- “Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences,” Society for Consumer Psychology Conference, Phoenix, AZ, February, 2015
- “Extending the Classic and Embracing the New: Frontier of Consumer Lay Theory Research,” symposium at the Society for Consumer Psychology Conference, Phoenix, AZ, February, 2015
- “Pain and Preferences: Observed Decisional Conflict and the Convergence of Preferences,” Society for Judgment and Decision Making Conference, Long Beach, CA, November, 2014
- “Rejectable Choice Sets and Post-Choice Persistence,” Society for Consumer Psychology Conference, Miami, FL, March, 2014
- “Staying the Course: The Impact of No-choice Options on Post-Choice Persistence,” with Jeffrey R. Parker, Society for Judgment and Decision Making Conference, Toronto, CA, November, 2013
- “Harder Than It Should Be: The Effort-Outcome Link and the Construction of Deliberative Choice Processes,” Society for Judgment and Decision Making Conference, Toronto, CA, November, 2013
- “Staying the Course: The Impact of No-choice Options on Post-Choice Persistence,” with Jeffrey R. Parker, Association for Consumer Research Conference, Chicago, IL, October, 2013
- “No-choice Options and Post-Choice Persistence,” with Jeffrey R. Parker, Marketing in Israel, Technion – Israel Institute of Technology, Haifa, Israel, December, 2012
- 2011 Winter Decision Making Symposium, San Francisco, CA, December 2011
- “Creating the Illusion of Choice through Selective Information Search and Retrieval,” with Ran Kivetz and Oded Netzer, Association for Consumer Research Conference, St. Louis, MO, October, 2011
- “Complicating Choice,” with Oded Netzer and Ran Kivetz, AMS Annual Conference, Coral Gables, FL, May, 2011
- “The Rejectable Choice Set: How Seemingly Irrelevant No-choice Options Affect Decisions,” with Jeffrey R. Parker, the 28th Annual UH Doctoral Symposium, Bauer College of Business, University of Houston, April, 2010
- “Complicating Choice,” with Oded Netzer and Ran Kivetz, Society for Consumer Psychology, St. Pete Beach, FL, February, 2010
- “The Rejectable Choice Set: How Seemingly Irrelevant No-choice Options Affect Decisions,” with Jeffrey R. Parker, Society for Consumer Psychology, St. Pete Beach, FL, February, 2010
- “Complicating Choice,” with Oded Netzer and Ran Kivetz, Society for Judgment and Decision Making Conference, Boston, MA, November, 2009
- “The Rejectable Choice Set: How Seemingly Irrelevant No-choice Options Affect Decisions,” with Jeffrey R. Parker, Society for Judgment and Decision Making Conference, Boston, MA, November, 2009
- “The Constructive Role of Effort in Consumer Choice,” (Session Chair) and “Complicating Choice,” with Oded Netzer and Ran Kivetz, Association for Consumer Research Conference, Pittsburgh, PA, October, 2009

- “From Diligence to Hindrance,” with Oded Netzer and Ran Kivetz, Marketing in Israel, Tel-Aviv University, Tel-Aviv, Israel, December, 2008
- “From Diligence to Hindrance,” with Oded Netzer and Ran Kivetz, White Box Advisors Graduate Student Conference, Yale School of Management, New Haven, CT, May, 2008

MENTORSHIP AND WORK WITH STUDENTS

Main Advisor and Committee Chair

Shalena Srna, Wharton PhD (Placement: University of Michigan, Ross School of Business)

Faculty Sponsor and Advisor

Yonat Zwebner, Post-Doctorate Research Fellow at Wharton

Dissertation Committee Member

Jackie Silverman, Wharton PhD

Sydney Scott, Wharton PhD

Alix Barasch, Wharton PhD

Jae Young Lee, Wharton PhD

Yimin Cheng, HKUST PhD

TEACHING

Kelley School of Business, Indiana University

- PhD Special Topics Seminar
(Spring 2020)
- Marketing Honors I-Core
(Fall 2019, Fall 2020)

The Wharton Business School, University of Pennsylvania

- Developed the Systematic Approach to Creativity Course
- Systematic Creativity in Business, WEMBA, MBA and Undergraduate programs
(Fall 2011-2013, Fall 2015-2018)
- Consumer Behavior, undergraduate
(Summer 2012, Fall 2012)

SERVICE TO DEPARTMENT, SCHOOL, AND UNIVERSITY

Kelley School of Business, Indiana University

- AMA Recruiting Committee, 2019-2020
- Honors Program Committee, 2019-present
- Haring Symposium Co-chair, 2020-2021

The Wharton School, University of Pennsylvania

- PhD Committee, 2016-2018
- Interdisciplinary Decision Process Seminar Co-Organizer, 2016-2018
- AMA Recruiting Committee, 2014, 2015
- University Council Committee on Facilities, 2014
- Marketing Chair Selection Committee, 2013
- Interdisciplinary Decision Process Seminar Co-Organizer, 2012-2014
- Marketing Colloquia Organizer, 2011-2012

SERVICE TO JOURNALS/CONFERENCES

Editorial Review Board:

Journal of Marketing Research (2016-present)

International Journal of Research in Marketing (2015-present)

Journal Reviewer:

International Journal of Research in Marketing

Journal of Behavioral Decision Making

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Experimental Social Psychology

Journal of Judgment and Decision Making

Journal of Marketing Research

Management Science

Marketing Science

Psychological Science

Organizational Behavior and Human Decision Processes

Marketing Letters

California Management Review

Conference Program Committee:

Society for Consumer Psychology, 2018, 2019, 2020

Association for Consumer Research, 2017

Member on the Advisory Panel of the *Society for Consumer Psychology*

Conference and Competitions Reviewer:

Association for Consumer Research

Society for Consumer Psychology

MSI Alden G. Clayton Doctoral Dissertation Competition

SCP Dissertation Competition

PROFESSIONAL AFFILIATION

Association for Consumer Research (ACR)

American Marketing Association (AMA)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

Association for Psychological Science (APS)

Academy of Marketing Science (AMS)