Last updated: July 2020

Joshua Lewis

Stern School of Business, New York University 40 W.4th Street Tisch Hall 914 New York, NY 10012-1126 joshua.lewis@nyu.edu Mobile: (215) 876-7635 Office: (215) 573-0504 www.joshua-lewis.net

Academic Positions

Stern School of Business, New York University

Assistant Professor of Marketing

July 2020 – present

Education

The Wharton School, University of Pennsylvania

2015 - May 2020

Ph.D. Operations, Information, and Decisions – Decision Processes

Dissertation Title: Prospective Outcome Bias: Incurring (Unnecessary) Costs to Achieve Outcomes That Are Already Likely

Dissertation Committee: Joseph Simmons (advisor), Deborah Small, Alice Moon

University of Warwick

2008 - 2011

First Class BSc (Hons) in Economics

Research Interests

Consumer Behavior; Consumer Judgment; Consumption under Uncertainty; Charitable Giving

Publications

Lewis, Joshua, Celia Gaertig, and Joseph P. Simmons (2019), "Extremeness Aversion Is a Cause of Anchoring," *Psychological Science*, 30(2), 159–173. https://doi.org/10.1177/0956797618799305

Lewis, Joshua and Joseph P. Simmons (2019), "Prospective Outcome Bias: Incurring (Unnecessary) Costs to Achieve Outcomes That Are Already Likely," *Journal of Experimental Psychology: General*, advance online publication. http://dx.doi.org/10.1037/xge0000686

- Winner, Hillel-Einhorn New Investigator Award, 2019

Working Papers

- **Lewis, Joshua** and Deborah A. Small, "Ineffective Altruism: Giving Less When Donations Do More Good." Click for draft.
- **Lewis, Joshua**, Alex Rees-Jones, Uri Simonsohn, and Joseph P. Simmons, "Diminishing Sensitivity to Outcomes: What Prospect Theory Gets Wrong about Diminishing Sensitivity to Price." <u>Click for draft</u>.

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Lewis, Joshua and Joseph P. Simmons, "Anchors Alter the *Direction* of Adjustment – Not Just the Magnitude."

Green, Etan A. and Joshua Lewis, "The Forgone-Option Fallacy." Click for draft.

Green, Etan A. and Joshua Lewis, "Barely Plausible Anchor Values Maximize Bias."

Moore, Alexander, **Joshua Lewis**, Emma E. Levine, and Maurice E. Schweitzer, "Trusting Kind Friends and Fair Leaders: How Relationships Affect the Antecedents of Trust."

Selected Research in Progress

Lewis, Joshua and Joseph P. Simmons, "Inferences about ambiguous improvements in chances of success."

Lewis, Joshua, "Increasing Sensitivity? People excessively invest in improving riskless outcomes that are already good."

Lewis, Joshua and Joseph P. Simmons, "Overspending on improving chances of success."

Lewis, Joshua and Joseph P. Simmons, "Prospective Outcome Bias and Improving Uncertain rewards."

Gaertig, Celia and **Joshua Lewis**, "Loss Reverse-ion: Matching, Choice, and When Loss-Aversion Looks like Gain-Loving."

Presentations (including only presentations that I delivered)

Invited Presentations

Erasmus University, Rotterdam School of Management (November 2019)

Northwestern University, Kellogg School of Management, (November 2019)

Harvard University, Harvard Business School, (October 2019)

Yale University, Yale School of Management (October 2019)

New York University, Stern School of Business (October 2019)

University of Toronto, Rotman School of Management (October 2019)

University of California, Berkeley, Haas School of Business (September 2019)

University of Southern California, Marshall School of Business (September 2019)

London Business School (September, 2019)

Conference presentations

2019

Society of Judgment & Decision Making, Einhorn Award Talk, Montreal, Québec, Canada Society for Consumer Psychology, Savannah, GA

2018

Society for Judgment & Decision Making, New Orleans, LA, 2018.

Association for Consumer Research, Dallas, TX (two presentations)

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Behavioral Decision Research in Management Conference, Boston, MA Society for Consumer Psychology, Dallas, TX (two presentations) Whitebox Advisors Doctoral Student Conference, Yale, NH

2017

Society for Judgment & Decision Making, Vancouver, British Columbia, Canada

Honors and Grants

Hillel-Einhorn New Investigator Award, Society for Judgment & Decision Making, 2019

GAPSA Travel Grant Award, 2019

Wharton Social Impact Initiative Research Funding, 2019

Society for Personality and Social Psychology Student Travel Grant, 2018

Wharton Doctoral Programs George James Travel Award, 2017, 2018

The Jay H. Baker Retail Center Patty and Jay H. Baker Ph.D. Fellowship, 2017

The Wharton Risk Center Russell Ackoff Doctoral Student Fellowship, 2016, 2017, 2018, 2019

Professional Service

Reviewer for:

- Cognition
- Management Science
- Organizational Behavioral and Human Decision Processes
- Social Psychology and Personality Science

Co-president of Penn Interdisciplinary Meeting of Minds (PIMM), Fall 2018 – Spring 2019

Teaching

Introduction to Marketing, Undergraduate Students, NYU Stern	2020 – present
Selected Experience Prior to PhD	
Warwick Policy Lab Researcher	2014 – 2015
Henderson Global Investors Fixed Income Analyst	2011 – 2014
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Professional Affiliations

Association for Consumer Research; Society for Consumer Psychology; Society for Judgment & Decision Making