

## Joshua Lewis

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### Academic Positions

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#### Stern School of Business, New York University

Assistant Professor of Marketing

July 2020 – present

### Education

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#### 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

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

### Publications

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**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

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**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.” [Click for draft.](#)

**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**

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**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)

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### **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*)

