

TALY REICH

Curriculum Vitae – February 2026

<https://www.stern.nyu.edu/faculty/bio/taly-reich>

Office Address

40 West 4th Street,
Tisch Hall 810
New York, NY 10012-1709

Contact Information

Email: taly.reich@stern.nyu.edu

ACADEMIC POSITIONS

Leonard N. Stern School of Business, Associate Professor with tenure (2025-present)

Columbia Business School, Visiting Research Scholar (2023-2024)

Yale School of Management, Associate Professor (2019-2024)

Yale School of Management, Assistant Professor (2014-2019)

EDUCATION

Ph.D. 2014, Marketing, Graduate School of Business, Stanford University

M.Sc. 2004, Industrial Psychology, Technion, Israel Institute of Technology

B.A. 2001, Psychology, University of Haifa

RESEARCH INTERESTS

Unintentionality, Ambivalence, Emotional Hedging, Judgment and Decision Making

PUBLICATIONS

Reich, Taly*, and Jacob D. Teeny* (forthcoming), “Does Artificial Intelligence Cause Artificial Confidence? Generative AI as an Emerging Social Referent,”

Journal of Personality and Social Psychology: Attitudes and Social Cognition.

(*equal contribution)

Selected Press: [KelloggInsight](#), [PsyPost](#)

Fulmer, Alexander, and Taly Reich (2024), “Promoting a Product Without Increasing the Promotion Budget: How Chance in Promotions Can Heighten Consumer Demand,” *Journal of Consumer Psychology*, 34, 1-15.

Selected Press: [Cornell Chronicle](#)

Polman, Evan, Taly Reich, and Sam Maglio (2024), “Elasticity of Emotions to Multiple Interpersonal Transgressions,” *Emotion*, 24(3), 648–662.

Selected Press: [PSYCHE](#)

Lin, Stephanie C., Taly Reich, and Tamar Kreps (2023), “Feeling Good or Feeling Right: Sustaining Negative Emotion Following Human Suffering,” *Journal of Marketing Research*, 60(3), 543-563

Selected Press: [Yale Center for Customer Insights](#), [INSEAD Knowledge](#)

Fulmer, Alexander G. and Taly Reich (2023), “The Biography of Discovery: How Unintentional Discovery of Resources Influences Choice and Preference,” *Journal of Experimental Psychology: General*, 1-19.

Selected Press: [Harvard Business Review](#)

Fulmer, Alexander and Taly Reich (2023), “Unintentional Inception: When a Premium is Offered to Unintentional Creations,” *Personality and Social Psychology Bulletin*, 49(1), 152-164

Selected Press: [Yale Center for Customer Insights](#)

Reich, Taly, Alexander Kaju, and Sam Maglio (2022), “How to Overcome Algorithm Aversion: Learning from Mistakes,” *Journal of Consumer Psychology*.

Selected Press: [The Wall Street Journal](#), [Yale Insights](#)

Reich, Taly, Alexander Fulmer, and Ravi Dhar (2022), “In the Face of Self-threat: Why Ambivalence Heightens People’s Willingness to Act,” *Organizational Behavior and Human Decision Processes*, 168, 1-12.

Selected Press: [The Wall Street Journal](#), [Harvard Business Review](#), [The New York Times](#), [Yale Insights](#)

Reich, Taly, Sam Maglio, and Alexander Fulmer (2021), “No Laughing Matter: Why Humor Mistakes are More Damaging for Men than Women,” *Journal of Experimental Social Psychology*, 96, 1-17.

***#5 on SPSP’s 10 most accessed articles of 2021**

Selected Press: [The Wall Street Journal](#), [Yale Insights](#), [PsyPost](#)

Reich, Taly, Jennifer Savary, and Daniella Kupor (2021), “Evolving Choice Sets: The Effect of Dynamic (vs. Static) Choice Sets on Preferences,” *Organizational Behavior and Human Decision Processes*, 164, 147-157.

Selected Press: [Yale Center for Customer Insights](#)

Maglio, Sam and Taly Reich (2020), “Choice Protection for Feeling-Focused Decisions,” *Journal of Experimental Psychology: General*, 149(9), 1704-1718.

Selected Press: [Yale Insights](#), [Yale Center for Customer Insights](#)

Reich, Taly and Sam Maglio (2020), “Featuring Mistakes: The Persuasive Impact of Purchase Mistakes in Online Reviews,” *Journal of Marketing*, 84(1), 52-65.

Selected Press: [The Wall Street Journal](#), [The Philadelphia Inquirer](#), [BBC](#), [Yale Insights](#)

Maglio, Sam, Odelia Wong, Cristina D. Rabaglia, Evan Polman, Taly Reich, Julie Y. Huang, Hal E. Hershfield, and Sean P. Lane (2020), "Perceptions of Collaborations: How Many Cooks Seem to Spoil the Broth?" *Social Psychological and Personality Science*, 11(2), 236-243.

Selected Press: [MIT Sloan Management Review](#), [Yale Insights](#), [UCLA Anderson Review](#)

Maglio, Sam J., and Taly Reich (2019), "Feeling Certain: Gut Choice, the True Self, and Attitude Certainty," *Emotion*, 19(5), 876-888.

Selected Press: [Science Daily](#), [Inc.](#), [Thrive Global](#), [Yale Center for Customer Insights](#)

Kupor, Daniella, Taly Reich, and Kristin Laurin (2018), "The (Bounded) Benefits of Correction: The Unanticipated Interpersonal Advantages of Making and Correcting Mistakes," *Organizational Behavior and Human Decision Processes*, 149(11), 165-178.

* [Top Insights of 2019](#)

Selected Press: [The Boston Globe](#), [Yale Insights](#), [Yale Center for Customer Insights](#)

Lin, Stephanie C. and Taly Reich (2018), "To Give or Not to Give?: Choosing Chance Under Moral Conflict," *Journal of Consumer Psychology* (Special Issue: Marketplace Morality), 28(2), 211-233.

Selected Press: [Yale Center for Customer Insights](#)

Reich, Taly, Daniella Kupor, and Rosanna Smith (2018), "Made by Mistake: When Mistakes Increase Product Preference," *Journal of Consumer Research*, 44(5), 1085-1103.

Selected Press: [Harvard Business Review](#), [Oxford University Press](#), [Yale Insights](#), [Yale Center for Customer Insights](#)

Reich, Taly and S. Christian Wheeler (2016), "The Good and Bad of Ambivalence: Desiring Ambivalence Under Outcome Uncertainty," *Journal of Personality and Social Psychology*, 110(4), 493-508.

Selected Press: [Psychology Today](#), [Insights by Stanford Business](#), [Thrive Global](#)

Lin, Stephanie C., Rebecca Schaumberg, and Taly Reich (2016), "Sidestepping the Rock and the Hard Place: The Private Avoidance of Prosocial Requests," *Journal of Experimental Social Psychology*, 64(5), 35-40.

Kupor, Daniella*, Taly Reich*, and Baba Shiv (2015), "Can't Finish What You Started? The Effect of Climactic Interruption on Behavior," *Journal of Consumer Psychology*, 25(1), 113-119. (*equal contribution)

Kuziemko, Ilyana, Ryan Buell, Taly Reich, and Michael Norton (2014), "Last-place Aversion": Evidence and Redistributive Implications," *Quarterly Journal of Economics*, 129(1), 105-149.

Selected Press: [The Wall Street Journal](#), [The Economist](#), [The New York Times](#)

Reich, Taly and Zakary L. Tormala (2013), “When Contradictions Foster Persuasion: An Attributional Perspective,” *Journal of Experimental Social Psychology*, 49(3), 426-439.

Selected Press: [*Scientific American*](#), [*Yale Center for Customer Insights*](#)

Litt, Ab, Taly Reich, Senia Maymin, and Baba Shiv (2011), “Pressure and Perverse Flights to Familiarity,” *Psychological Science*, 22(4), 523-531.

Selected Press: [*Psychology Today*](#), [*Yale Center for Customer Insights*](#)

Shafir, Sharoni, Taly Reich, Erez Tsur, Ido Erev, and Arnon Lotem (2008), “Perceptual Accuracy and Conflicting Effects of Certainty on Risk-Taking Behavior,” *Nature*, 453(7197), 917-920.

REVISIONS AND SELECTED PAPERS UNDER REVIEW

Reich, Taly, Alexander Fulmer, and Kelly Herd, “Unintentional Outcomes as a Catalyst for Brainstorming,” *Revise and Resubmit, Personality and Social Psychology Bulletin*.

Maier, Lukas, Sid Mookerjee, and Taly Reich, “The Intentional Failure Effect: How Brands Can Leverage Failure to Enhance Product Preference,” *Revise and Resubmit, Journal of Consumer Research*.

Reich, Taly and Jacob D. Teeny, “Timing Is Everything: Why Deployment Sequence Determines Consumer Acceptance of AI in Healthcare,” *Revise and Resubmit, Journal of Consumer Research*.

Teeny, Jacob D., Taly Reich, Sam Maglio, and Alexander Fulmer, “Counting Failures, Discounting Successes: Asymmetry in Evaluator Perceptions,” *Reject and Resubmit, Journal of Personality and Social Psychology*.

Reich, Taly* and Jacob D. Teeny*, “Emotional Certainty in Consumption: A Comparative Analysis of Love and Hate,” *Under Review, Journal of Marketing Research*.

Evan Polman, Taly Reich, and Sam Maglio, “What Happens After? The Effect of Decision Strategy on Post-Decision Behavior,” *Under Review, Cognition*.

Zhang, Raina and Taly Reich, “Tomorrow is Another Day? Time (In)fungibility: A Temporal Mindset That Changes Behavior,” *Under Review, Journal of Consumer Research*

Bao, Xueqi, Stephanie Lin, Taly Reich, Tamar Kreps, and Amitava Chattopadhyay, “Sacred Value Violations in Digital and Psychological Space,” *Manuscript in preparation for submission*.

Maier, Lukas, Taly Reich, and Daniella Kupor, “The Out-of-Order Effect: How Creation Process Order Shapes Consumer Preferences,” *Manuscript in preparation for submission*.

INVITED TALKS

Columbia University, Columbia Business School, February 2024

Emory University, Goizueta Business School, Invited Speaker, Marketing Camp, February 2024

Vanderbilt University, Owen Graduate School of Management, December 2023

New York University, Stern School of Business, December 2023

Northwestern University, Kellogg School of Management, May 2023

Stanford University, Graduate School of Business, May 2022

University of California, Los Angeles, Invited Speaker, Marketing Camp, April 2022

Ramon Lull University, Esade Business School, March 2022

University of California, Berkeley, Hass School of Business, September 2020

University of Pittsburgh, Joseph M. Katz Graduate School of Business, September 2020

University of California San Diego, Rady School of Management, March 2020 (Postponed - Covid)

Harvard University, Harvard Kennedy School, February 2020

University of Pennsylvania, The Wharton School, March 2019

University of Southern California, Marshall School of Business, October 2018

The University of Chicago, Booth School of Business, February 2018

Northwestern University, Kellogg School of Management, January 2018

Columbia University, Columbia Business School, December 2017

New York University, Department of Psychology, March 2017

Yale University, Department of Psychology, November 2014

Cornell University, Johnson Graduate School of Management, November 2013

University of California, San Diego, Rady School of Management, November 2013

Harvard University, Harvard Business School, October 2013

New York University, Stern School of Business, October 2013

Yale University, Yale School of Management, October 2013

Indiana University, Kelley School of Business, October 2013

University of Toronto, Rotman School of Management, September 2013

University of British Columbia, Sauder School of Business, September 2013

HONORS & AWARDS

2024, MSI Scholar, Marketing Science Institute (Awarded biennially to recognize “the most prominent marketing scholars in the world”)

2023, Rising Star (Awarded for outstanding teaching), Management Communication Association

2022, Society for Consumer Psychology Early Career Award (Awarded to “scholars whose research shows promise in shaping the field of consumer psychology”)

2019, MSI Young Scholar, Marketing Science Institute (Awarded biennially to “the most promising scholars in marketing”)

2013, AMA Doctoral Consortium Fellow

2012, The Barber Family Fellowship

Graduate School of Business, Stanford University

2011-2012, John A. Svoboda Fellowship

Graduate School of Business, Stanford University

2011, Robert J. and Doreen D. Marshall Fellowship

Graduate School of Business, Stanford University

2010, G. Cal Setzer Fellowship

Graduate School of Business, Stanford University

2010, John A. McCarthy Memorial Fellowship

Graduate School of Business, Stanford University

2010, Charles W. Bonner Fellowship

Graduate School of Business, Stanford University

2009, Milton L. Roberts Fellowship

Graduate School of Business, Stanford University

2009, Gustav H. Eli Benkendorf Fellowship

Graduate School of Business, Stanford University

2004, Best Teaching Assistant Award, Technion, Israel Institute of Technology

2002-2004, Full Merit-Based Scholarship, Technion, Israel Institute of Technology

2004, Magna Cum Laude Graduate, Technion, Israel Institute of Technology

2001, Summa Cum Laude Graduate, University of Haifa

CONFERENCE PRESENTATIONS

- Maier, Lukas, Sid Mookerjee, and Taly Reich (2025), "The Intentional Failure Effect: How Brands Can Leverage Failure to Enhance Product Preference," *Association for Consumer Research*, Washington, D.C.
- Reich, Taly and Kelly Herd (2024), "Why Order Matters in AI-Human Collaboration," *Association for Consumer Research*, Paris, France.
- Fang, David, Alexander Fulmer, Taly Reich, and Sam Maglio (2024), "Failure Counts (but Success Doesn't): Evidence for an Attributional Asymmetry in the Evaluation of Others' Financial Outcomes," *Behavioral Decision Research in Management*, Chicago, IL.
- Ruan, Bowen, Taly Reich, and Min Tian (2023), "Not All is Written in the Stars: When and Why One-Star Ratings Lead to an Increased Purchase Likelihood," *Association for Consumer Research*, Seattle, WA.
- Reich, Taly, Alexander Kaju, and Sam Maglio (2022), "How to Overcome Algorithm Aversion: Learning from Mistakes," *Association for Consumer Research*, Denver, CO.
- Fulmer, Alexander G., Taly Reich, and Sam Maglio (2022), "Failure Counts (but Success Doesn't): Evidence for an Attributional Asymmetry in the Evaluation of Others' Financial Outcomes," *Association for Consumer Research*, Denver, CO.
- Reich, Taly, Alexander Fulmer, and Ravi Dhar (2022), "In the Face of Self-threat: Why Ambivalence Heightens Consumers' Willingness to Act," *Society for Consumer Psychology*, Virtual Conference.
- Fulmer, Alexander and Taly Reich (2022), "The Biography of Discovery: How Unintentional Discovery of Resources Influences Choice and Preference," *Society for Consumer Psychology*, Virtual Conference.
- Reich, Taly, Alexander Kaju, and Sam Maglio (2022), "How to Overcome Algorithm Aversion: Learning from Mistakes," *Society for Personality and Social Psychology*, Hybrid Conference, San Francisco, CA.
- Reich, Taly, Sam Maglio, and Alexander Fulmer (2022), "No Laughing Matter: Why Humor Mistakes are More Damaging for Men than Women," *Society for Personality and Social Psychology*, Hybrid Conference, San Francisco, CA.
- Reich, Taly, Alexander Kaju, and Sam Maglio (2022), "How to Overcome Algorithm Aversion: Learning from Mistakes," *Society for Judgment and Decision Making*, Virtual Conference.
- Reich, Taly, Alexander Fulmer, and Ravi Dhar (2022), "In the Face of Self-threat: Why Ambivalence Heightens People's Willingness to Act," *Society for Judgment and Decision Making*, Virtual Conference.

- Reich, Taly, Alexander Fulmer, and Kelly Herd (2022), "Embracing Unintentionality: Why Focusing on Unintentional Outcomes in Malleable Domains Promotes Ideation," *Society for Judgment and Decision Making*, Virtual Conference.
- Reich, Taly, Alexander Fulmer, and Ravi Dhar (2021), "In the Face of Self-threat: Why Ambivalence Heightens Consumers' Willingness to Act," *Association for Consumer Research*, Virtual Conference.
- Reich, Taly, Alexander G. Fulmer, and Kelly Herd (2021), "A History of Failed Intentions: When Focusing on Unintentional Outcomes Promotes Ideation," *Society for Consumer Psychology*, Virtual Conference.
- Fulmer, Alexander G. and Taly Reich (2021), "A New Promotional Strategy: Chance Selection of Products for Promotion," *Society for Consumer Psychology*, Virtual Conference.
- Reich, Taly, Alexander G. Fulmer, and Kelly Herd (2020), "A History of Failed Intentions: When Focusing on Unintentional Outcomes Promotes Ideation," *Association for Consumer Research*, Virtual Conference.
- Fulmer, Alexander G. and Taly Reich (2020), "Found, Not Created: How Unintentionality in an Object's Discovery Increases Preference," *Association for Consumer Research*, Virtual Conference.
- Ward, Morgan, Michael Lowe, Taly Reich and Tatiana Fajardo (2020), "Thanks for Nothing: When Giving a Gift is Worse than Giving Nothing at All," *Association for Consumer Research*, Virtual Conference.
- Fulmer, Alexander G. and Taly Reich (2020), "Unintentional Inception: Why Unintentionality Increases Quality Perceptions of Artistic Products," *Association for Consumer Research*, Virtual Conference.
- Fulmer, Alexander G. and Taly Reich (2019), "Vicarious Gamification: How Chance Selection of Products for Promotion Increases Preference," *Association for Consumer Research*, Atlanta, GA.
- Maglio, Sam, Odelia Wong, Cristina D. Rabaglia, Evan Polman, Taly Reich, Julie Y. Huang, Hal E. Hershfield, and Sean P. Lane (2019), "Perceptions of Collaborations: How Many Cooks Seem to Spoil the Broth?" *Association for Consumer Research*, Atlanta, GA.
- Lin, Stephanie C., Taly Reich, and Tamar Kreps (2019), "Threatening Emotions: When Feelings Evoke Moral Self-Threat," *Society for Consumer Psychology*, Savannah, GA.
- Reich, Taly, Rosanna Smith, and Ernest Baskin (2018), "Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment," *Behavioral Decision Research in Management*, Boston, MA.

- Reich, Taly, Rosanna Smith, and Ernest Baskin (2018), "Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment," *Society for Consumer Psychology*, Dallas, TX.
- Reich, Taly, Rosanna Smith, and Ernest Baskin (2017), "Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment," *Association for Consumer Research*, San Diego, CA.
- Reich, Taly, Daniella Kupor, and Rosanna Smith (2017), "Made by Mistake: When Mistakes Increase Product Preference," *Association for Consumer Research*, San Diego, CA.
- Maglio, Sam J. and Taly Reich (2017), "Seeing the Self in Choices: How Intuition Creates Attitude Certainty," Illusions of Diagnosticity Symposium, *Association for Consumer Research*, San Diego, CA.
- Lin, Stephanie C., Taly Reich, and Tamar Kreps (2017), "When Feeling Good Feels Wrong: Avoiding Hedonic Consumption When it Reflects Immoral Character," *Association for Consumer Research*, San Diego, CA.
- Maglio, Sam J. and Taly Reich (2017), "Strength in Feelings: Gut Choice, the True Self, and Attitude Certainty," Intuitive advantage Symposium: When intuition outperforms deliberation, *Society for Experimental Social Psychology*, Boston, MA.
- Reich, Taly (2017), "Is a Picture Really Worth a Thousand Words?" *Ideas Boutique Conference*, Atlanta, GA.
- Lin, Stephanie C., Taly Reich, and Tamar A. Kreps (2017), "When Feeling Good Feels Wrong: Avoidance of Hedonic Consumption when it Reflects Immoral Character," *Society for Consumer Psychology Boutique Conference on Emotion and Motivation*, New York City, NY.
- Reich, Taly, Daniella Kupor, and Rosanna Smith (2017), "Made by Mistake: When Mistakes Increase Product Preference," *Society for Consumer Psychology*, San Francisco, CA.
- Reich, Taly and Ernest Baskin (2016), "Knowledge is Power: The Effect of Demystification on Consumption Experience," *Society for Consumer Psychology*, St. Pete Beach, FL.
- Lin, Stephanie C., Taly Reich, and Tamar A. Kreps (2016), "When Feeling Good Feels Wrong: Avoidance of Hedonic Consumption when it Reflects Immoral Character," *Society for Personality and Social Psychology*, San Diego, CA.
- Jia, Jayson S., Taly Reich, and Baba Shiv (2015), "The Taste of a Bad Deal: The Effect of Transaction on Experience," *Society for Consumer Psychology*, Phoenix, AZ.
- Kuziemko, Ilyana, Ryan Buell, Taly Reich, and Michael Norton (2013), "Last-place Aversion: Evidence and Redistributive Implications," *Society for Consumer Psychology*, San Antonio, TX.

Kupor, Daniella, Taly Reich, and Baba Shiv (2012), "Can't Finish What You Started? The Effect of Climactic Interruption on Behavior," *Association for Consumer Research*, Vancouver, BC.

Reich, Taly and Emily Garbinsky (2012), "The Sequencing Effect: Altering Consequences by Alternating the Sequence," *Behavioral Decision Research in Management*, Boulder, CO.

Litt, Ab and Taly Reich (2011), "Increased Sensitivity to Specific Disabilities via Matched Psychomotor Experience," *Association for Consumer Research*, Saint Louis, MO.

Reich, Taly and Zakary L. Tormala (2011), "The Persuasive Power of Contradicting Oneself," *Association for Consumer Research*, Saint Louis, MO.

Litt, Ab, Taly Reich, Senia Maymin, and Baba Shiv (2010), "Pressure and Perverse Flights to Familiarity," *Association for Consumer Research*, Jacksonville, FL.

TEACHING AND MENTORING

"Consumer Behavior" (NYU Undergraduate Elective)

"Strategic Communication: Delivering Effective Presentations" (Yale MBA Elective)

"Strategic Communication: Delivering Effective Presentations" (The Broad Master's Program)

"Strategic Communication: Presenting Effectively in a Virtual World" (Executive MBA)

"Presenting Effectively in a Virtual World" (NACS Women's Leadership Program Live Online; Pepsico)

"Strategic Communication: Presenting Effectively in a Virtual World" (Yale MBA Elective)

"Speaking Up without Freaking Out" (Executive MBA; NACS Women's Leadership Program)

"Marketing Management" (Teaching Assistant, Stanford Graduate School of Business)

"Experimental Psychology" (Technion, Israel Institute of Technology, Undergraduate)

Principal Advisor of Alexander G. Fulmer (the only researcher studying consumer behavior to be selected as a finalist by the *Academy of Marketing Science* for the *Mary Kay Dissertation Proposal Award*, Job Placement: Cornell University)

Dissertation Committee: Rosanna Smith, Guy Voichek

Co-Advisor of Raina Zhang

SELECTED SERVICE

Future of Assessment Working Group at Stern

Member of the Junior Search Committee for the Yale Behavioral Marketing Faculty

The only junior faculty to serve on the Yale SOM Dean Search Committee

Member Selection Committee for the Yale Customer Insights Conference

Journal Reviewer: *Journal of Consumer Research*, *Journal of Marketing Research*,
Journal of Marketing, *Journal of Consumer Psychology*, and *Journal of Experimental
and Social Psychology*, *Guest AE International Journal Research in Marketing*

Conference Reviewer: *Association for Consumer Research*, *Society for Consumer
Psychology*, *Society for Judgment and Decision Making*, and *Behavioral Decision
Research in Management*

EMPLOYMENT HISTORY

2007-2009, Marketing Analyst, California Cryobank, Inc., Los Angeles, CA

2006-2007, Senior Analyst, Office of Protection of Research Subjects, UCLA, Los
Angeles, CA

2005-2006, Organizational Psychologist, Keinan-Sheffy Institute, Tel Aviv, Israel

2004-2005, Human Resource Manager, Nester Software Technologies, Tel Aviv, Israel

1999-2002, Research Assistant, Career Harmony Ltd., Haifa, Israel

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

American Marketing Association

Management Communication Association