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Educational background

- 1999-2003 Ph.D. Carnegie Mellon University, Social and Decision Sciences Department.
2002-2003 Predoctoral fellow at MIT, Marketing.
1993-1997 Licentiate and B.A. in Economics, Universidad Católica de Chile.

Employment History

- 2011- Associate Professor, The Wharton School, University of Pennsylvania.
2009-2011 Assistant Professor, The Wharton School, University of Pennsylvania.
2008-2009 Assistant Professor, The Rady School, University of California, San Diego.
2003-2008 Assistant Professor, The Wharton School, University of Pennsylvania.

Publications

1. * Simmons J., Nelson L., Simonsohn, U. (2011) "False-Positive Psychology: *Undisclosed* Flexibility in Data Collection and Analysis Allow Presenting Anything as Significant", *Psychological Science*, V22(11), 1359-1366
2. Simonsohn U. (2011) "Spurious Also? Name Similarity Effects (Implicit Egotism) in Employer Decisions", *Psychological Science*, V22(8), pp.1087-1089
3. * Saiz, A. & Simonsohn U. (in press) "Proxying for Unobservable Variables with Internet Document Frequency", *Journal of the European Economic Association*.
4. Simonsohn U. (2011) "Spurious? Name Similarity Effects (Implicit Egotism) in Marriage, Job, and Moving Decisions", *Journal of Personality and Social Psychology*, V101(1) p.1-24
5. * Pope, D. & Simonsohn, U. (2011) "Round Numbers as Goals: Evidence from Baseball, SAT Takers, and the Lab", *Psychological Science*, V22(1), pp.71-79
6. Simonsohn U. (2011) "Lessons from an Oops at Consumer Reports: Consumers Follow Experts; Ignore Invalid Information", *Journal of Marketing Research*, V48(1), pp.1-12
7. Simonsohn, U. (2010) "eBay's Crowded Evenings: Competition Neglect in Market Entry Decisions", *Management Science* V56(7), pp.1060-1073

8. Simonsohn, U. (2010) "Weather to Go to College", *The Economic Journal*, V120(March), pp.270-280
9. Simonsohn, U. (2009) "Direct-Risk-Aversion: Evidence from Risky Prospects Valued Below Their Worst Outcome", *Psychological Science*, V20(6), pp.686-692
10. Small, D. & Simonsohn, U. (2008) "Friends of Victims: Personal Experience and Social Preferences", *Journal of Consumer Research*, 35, pp.532-543
11. Simonsohn, U. & Ariely, D. (2008) "When Rational Sellers Face Non-Rational Consumers: Evidence from Herding on eBay", *Management Science*, 54(9) pp.1624-1637
12. Simonsohn, U., Karlsson, N., Loewenstein, G. and Ariely, D. (2008) "The Tree of Experience in the Forest of Information: Overweighing Experienced relative to Observed Information", *Games and Economic Behavior*, 62(1), pp.263-286
13. Simonsohn, U. (2007) "Clouds Make Nerds Look Good: Field Evidence of the Impact of Incidental Factors on Decision Making", *Journal of Behavioral Decision Making*, 20(2), pp.143-152
14. Simonsohn, U. (2006) "New-Yorkers Commute More Everywhere: Contrast Effects in the Field", *The Review of Economics and Statistics*, 88(1). pp.1-9
15. Simonsohn, U. & Loewenstein G. (2006) "Mistake #37: The Impact of Previously Faced Prices on Housing Demand", *The Economic Journal*, 116(1), pp.175-199

* *Authors contributed equally, authorship order determined arbitrarily.*

Peer-review

Associate Editor: *Management Science* (2011-), Guest Associate Editor, *Journal of Marketing Research* special issue on Consumers' Financial Decision Making (2010),

Editorial board: *Journal of Marketing research* (2010-), *Journal of Behavioral Decision Making* (2010-), *Decision Analysis* (2011-)

Ad-hoc reviewer for: (1) American Economic Journal: Applied Economics, (2) American Economic Journal: Microeconomics, American Economic Review, (3) Decision Sciences, (4) Experimental Economics, (5) International Journal of Production Economics, (6) Journal of Behavioral Decision Making, (7) Journal of Consumer Psychology, (8) Journal of Consumer Research, (9) Journal of Decision Making, (10) Journal of Economic Behavior and Organization, (11) Journal of Economic Psychology, (12) Journal of Experimental Social Psychology, (13) Journal of Experimental Psychology: General, (14) Journal of Interactive Marketing, (15) Journal of Marketing Research, (16) Journal of Political Economy, (17) Journal of Public Economics, (18) Journal of the European Economic Association, (19) Journal of Experimental Social Psychology, (20) Judgment and Decision Making, (21) Management Science, (22) Organizational Behavior and Human Decision Processes, (23) Personality and Social Psychology Bulletin, (24) Quarterly Journal of Economics, (25) Review of Economic Studies, (26) Review of Economics and Statistics, (27) Review of Financial Studies, (28) Social Psychological and Personality Science, (29) The Economic Journal.

Program committees: Society of Consumer Psychology 2008, Behavioral Decision Research and Management (2008,2010), Society for Judgment and Decision Making (2011).

Teaching and mentoring

MBA: OPIM/MGMT690, Managerial Decision Making (2003-present)

Undergraduate: OPIM290, Decision Processes (2003-present)

Ph.D.: OPIM900, Decision Processes and Behavioral Economics (2011-present)