

# Elizabeth C. Webb

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## Academic Positions

### Colorado State University, College of Business

Assistant Professor of Marketing, July 2019 - present

### Columbia University Graduate School of Business

Assistant Professor of Marketing, July 2014 - July 2019

## Education

### UCLA Anderson School of Management

Ph.D., Management (Marketing), December 2014

- Dissertation: "Understanding Risk Preference and Perception in Sequential Choice"

### University of California, Berkeley

Bachelor of Arts in Economics (Distinction in General Scholarship), May 2005

## Research

### Research Interests

Risk and uncertainty, judgment and decision-making, context effects, mental accounting, intertemporal choice

### Publications

Webb, Elizabeth C. and Suzanne B. Shu (2018), "The Effect of Perceived Similarity on Sequential Risk-Taking," *Journal of Marketing Research*, 55(6), pp.916-933. <https://doi.org/10.1177/0022243718810800>

Webb, Elizabeth C. and Suzanne B. Shu (2017), "Is broad bracketing always better? How broad decision framing leads to more optimal preferences over repeated gambles," *Judgment and Decision Making*, 12(4), pp. 382-395. <http://journal.sjdm.org/17/17317/jdm17317.pdf>

## Working Papers

- Sharif, Marissa A. and Elizabeth C. Webb, “Choice Set Size in Context: How Assortment Size Affects Preferences for Extreme Options.”
- Payne, John W., Shu, Suzanne B., Webb, Elizabeth C., and Namika Sagara, “Individual Heterogeneity in Loss Aversion and Its Impact on Social Security Claiming Decisions.”
- Webb, Elizabeth C. and Suzanne B. Shu, “Choice Bracketing and Temporal Distance: How the Framing of Time Affects Sequential Risk-Taking.”
- Webb, Elizabeth C. and Itamar Simonson, “Using Reviews to Determine Preferences: How Variance in Customer-Generated Reviews Affects Choice.”

## Selected Work in Progress

- As Good as Spent: Earmarking Leads to a Sense of Spending. With Justin Pomerance, Stephen Spiller, and Nicholas Reinholtz.
- Does Present-Bias Lead to Less Search? Examining the Effects of Impatience on Credit Card Preferences. With Kellen Mrkva and Eric Johnson.
- Prosocial Risk Outcomes and Risk Preference. With Vanessa C. Burbano.

## Peer-Reviewed Conference Presentations

- Using Reviews to Determine Preferences: How Variance in Customer-Generated Reviews Affects Choice. With Itamar Simonson. *Judgment and Decision Making Winter Symposium*, Jan 19, 2019.
- Choice Set Size in Context: How Assortment Size Affects Preferences for Extreme Options. With Marissa Sharif. *Society of Judgment and Decision Making (SJDM)*, Nov 19, 2018.
- Using Reviews to Determine Preferences: How Variance in Customer-Generated Reviews Affects Choice. With Itamar Simonson. *Behavioral Decision Research in Management (BDRM)*, Jun 9, 2018.
- Using Reviews to Determine Preferences: How Variance in Customer-Generated Reviews Affects Choice. With Itamar Simonson. *Association for Consumer Research (ACR)*, Oct 27, 2017.
- Working Paper Session: Judgment, Preference, and Choice. Moderator. *Society for Consumer Psychology (SCP)*, Feb 17, 2017.

- The Role of Choice Set Size on Consumers' Preferences for Unconventional Goods. With Marissa A. Sharif. *Association for Consumer Research (ACR)*, Oct 28, 2016.
- Development of an Individual Measure of Loss Aversion. With John W. Payne, Suzanne B. Shu, and Namika Sagara. *Association for Consumer Research (ACR)*, Oct 3, 2015.
- Choice Bracketing and Sequential Gambles: How Problem Representation Changes the Predictions of Prospect Theory. With Suzanne B. Shu. *Subjective Probability, Utility, and Decision Making (SPUDM)*, Aug 16, 2015.
- As Good as Spent: Earmarking Money Leads to a Sense of Spending. With Stephen A. Spiller. *Society for Consumer Psychology (SCP)*, Mar 8, 2014.
- Choice Bracketing and Construal Level: The Effects of Problem Representation and Mental Representation on Sequential Risk-Taking. With Suzanne B. Shu. *Society for Judgment and Decision Making (SJDM)*, Nov 16, 2013.
- Where Does the Risk Go? Applying Dynamic Mental Accounting Rules to Risk-Taking Behavior. With Suzanne B. Shu. *Behavioral Decision Research in Management (BDRM)*, Jun 29, 2012.
- Where Does the Risk Go? Applying Dynamic Mental Accounting Rules to Risk-Taking Behavior. With Suzanne B. Shu. *Society for Judgment and Decision Making (SJDM)*, Nov 7, 2011.

### **Invited Presentations**

- Brigham Young University, Marriott School of Business, September 2018 (“Choice Set Size in Context: How Assortment Size Affects Preferences for Extreme Options”).
- Colorado State University, College of Business, September 2018 (“Choice Set Size in Context: How Assortment Size Affects Preferences for Extreme Options”).
- The University of Chicago, Booth School of Business, June 2018 (“Choice Set Size in Context: How Choice Set Size Affects the Share of Compromise Options”).
- Cornell University, SC Johnson College of Business, April 2018 (“The Effect of Perceived Similarity on Sequential Risk-Taking”).
- The BRITE Conference, March 2018 (“Algorithm vs. Human: Who’s the Winner?”).
- The University of Wisconsin, Madison School of Business, March 2018 (“The Effect of Perceived Similarity on Sequential Risk-Taking”).
- The Wharton School of University of Pennsylvania, March 2016 (“Is Broad Bracketing Always Better? How Broad Brackets Lead to Better Choices Over Risk”).

Stanford University, Graduate School of Business, December 2014 (“Categorizing Risk: The Effect of Perceived Similarity on Risk-Taking”).

Columbia University, Columbia Business School, November 2013 (“Situational Effects on Sequential Risks: Categorization Rules and Consumer Risk-Taking”).

### **Other Press**

“Pumpkin Spice Glut Arrives Earlier Than Ever,” *New York Times* article, Aug 30, 2017.

“How Can You Avoid Thinking Like the Herd?” Morgan Stanley Ideas Podcast, Jul 21, 2017.

“Women, venture capital and bias,” interview on Marketplace (NPR), Aug 7, 2015.

“Chris Borland Makes the Hard Choice to Go Long,” *Columbia Ideas at Work* Feature article, Apr 21, 2015.

### **Teaching**

Behavioral Economics and Decision Making, Columbia (MBA), Spring 2015 (Avg. Rating: 4.6/5)

Behavioral Economics and Decision Making, Columbia (MBA), Spring 2016 (Avg. Rating: 4.2/5)

Behavioral Economics and Decision Making, Columbia (EMBA), Spring 2017 (Avg. Rating: 4.8/5)

Behavioral Economics and Decision Making, Columbia (MBA), Spring 2017 (Avg. Rating: 4.5/5)

Behavioral Economics and Decision Making, Columbia (MBA), Spring 2018 (Avg. Rating, 4.4/5)

Behavioral Economics and Decision Making, Columbia (MBA), Spring 2019 (Avg. Rating, 4.7/5)

Behavioral Economics and Decision Making, Columbia (EMBA), Spring 2019 (Avg. Rating, 5/5)

### **Industry Experience**

Senior Analyst, Compass Lexecon (Economic Consulting), 2006-2009  
Intern, Woodrow Wilson International Center for Scholars, 2005

### **Honors**

UCLA Anderson Doctoral Fellowship, 2009-2013  
UCLA Anderson Summer Doctoral Fellowship, 2010

UCLA Anderson Dean's Award, 2011-2013  
Don Morrison & Family Marketing Fellowship, 2011-2013  
University of Houston Marketing Doctoral Symposium Fellow, 2012 & 2013  
AMA Sheth Foundation Doctoral Consortium Fellow, 2013  
UCLA Graduate Division Dissertation Year Fellowship, 2013-2014  
Consumer Financial Protection Bureau (CFPB) Vendor Contract, 2015-2016

## **Service**

Ad hoc reviewer, *Journal of Consumer Research*  
Reviewer, *Association for Consumer Research*  
Ad hoc reviewer, *Perspectives on Psychological Science*  
Reviewer, *Society for Consumer Psychology*  
Reviewer, *American Marketing Association*  
Ad hoc reviewer, *Management Science*  
Ad hoc reviewer, *Society for Judgment and Decision Making (SJDM)*  
Ad hoc reviewer, *Journal of Behavioral Decision Making*  
Ad hoc reviewer, *Psychological Science*  
Ad hoc reviewer, *JEP: Applied*  
Center for the Decisions Sciences (CDS) Strategy Committee, Columbia Business School

## **Professional Affiliations**

Society for Judgment and Decision Making  
Association for Consumer Research  
Society for Consumer Psychology  
The European Association for Decision Making