

CELIA GAERTIG

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ACADEMIC POSITIONS

Haas School of Business, University of California, Berkeley

Assistant Professor of Marketing, 2021 – present

Booth School of Business, University of Chicago

Assistant Professor of Marketing, 2019 – 2021

Beatrice Foods Co. Faculty Scholar, 2019 – 2021

EDUCATION

The Wharton School, University of Pennsylvania

Ph.D., Decision Processes, 2019

Dissertation: (When) Do Consumers Prefer Uncertainty? Consumers' Reactions to Uncertain Advice and Uncertain Promotions

University of Freiburg (Germany)

B.S. Psychology, 2013

Visiting Student in Psychology at the University of Granada (Spain), 2010

DHBW Karlsruhe (Germany)

B.A. in Business Administration, 2009

RESEARCH INTERESTS

Consumer Behavior, Judgment and Decision Making, Decision Making Under Uncertainty

PUBLICATIONS

Mislavsky, R. & Gaertig, C. (2021). Combining Probability Forecasts: 60% and 60% Is 60%, but Likely and Likely Is Very Likely. Forthcoming in *Management Science*.

◇ **Runner Up, SJDM Hillel Einhorn New Investigator Award 2020**

Gaertig, C., & Simmons, J. (2021). The Psychology of Second Guesses: Implications for the Wisdom of the Inner Crowd. Forthcoming in *Management Science*.

- Kassirer, S., Levine, E., & **Gaertig, C.** (2020). Decisional Autonomy Undermines Advisees' Judgments of Experts in Medicine and in Life. *PNAS*, 117(2), 11368-11378.
- Gaertig, C.**, Barasch, A., Levine, E., & Schweitzer, M. (2019). When Does Anger Boost Status? *Journal of Experimental Social Psychology*, 85, 103876.
- Lewis, J., **Gaertig, C.**, & Simmons, J. (2019). Extremeness Aversion Is a Cause of Anchoring. *Psychological Science*, 30(2), 159-173.
- Gaertig, C.**, & Simmons, J. (2018). Do People Inherently Dislike Uncertain Advice? *Psychological Science*, 29(4), 504-520.

Prior to PhD:

- Moser, A., **Gaertig, C.**, & Ruz, M. (2014). Social Information and Personal Interests Modulate Neural Activity During Economic Decision-Making. *Frontiers in Human Neuroscience*, 8:31.
- Gaertig, C.**, Moser, A., Alguacil, S., & Ruz, M. (2012). Social Information and Economic Decision-Making in the Ultimatum Game. *Frontiers in Neuroscience*, 6:103.

WORKING PAPERS

- Gaertig, C.**, & Simmons, J. Why (and When) Are Uncertain Price Promotions More Effective Than Equivalent Sure Discounts?
- Gaertig, C.**, & Simmons, J. Should Advisors Provide Confidence Intervals Around Their Estimates?
- Gaertig, C.**, & Simmons, J. Does Dialectical Bootstrapping Improve the Wisdom of the Inner Crowd?

SELECTED WORK IN PROGRESS

- How Should Time Estimates Be Structured to Increase Consumers' Satisfaction (with Beidi Hu and Berkeley Dietvorst)
- Premature Predictions: Forecasters Get Less Credit for Predictions Made Too Early (with Robert Mislavsky)
- How Do People Judge Sequences of Forecasts? (with Robert Mislavsky)
- Loss Reverse-ion: Matching, Choice, and When Loss-Aversion Looks like Gain-Loving (with Beidi Hu and Joshua Lewis)

CONFERENCE PRESENTATIONS (includes only presentations that I delivered)

Should Advisors Provide Confidence Intervals Around Their Estimates? (Gaertig & Simmons)

- *Subjective Probability, Utility, and Decision Making (SPUDM) Conference*, virtual, forthcoming
- *SCP Boutique Conference: Numerical Markers in Judgments, Choices, and Consumption Experiences*, Tucson, AZ, forthcoming
- *SPSP Judgment and Decision Making Preconference*, virtual, 2021
- *Society for Judgment and Decision Making Conference*, virtual, 2020
- *Association for Consumer Research Conference*, virtual, 2020
- *Society for Consumer Psychology Conference*, Huntington Beach, CA, 2020

Why (and When) Do Consumers Prefer Uncertain Price Promotions? (Gaertig & Simmons)

- *Association for Consumer Research Conference*, Virtual, 2020
- *Society for Judgment and Decision Making Conference* (flash talk), Montreal, Canada, 2019
- *Subjective Probability, Utility, and Decision Making (SPUDM) Conference*, Amsterdam, Netherlands, 2019
- *Society for Consumer Psychology Conference*, Savannah, GA, 2019
- JDM Preconference, *Society for Personality and Social Psychology Conference* (poster), Portland, CA, 2019

The Psychology of Second Guesses (Gaertig & Simmons)

- *Behavioral Decision Research in Management Conference*, Boston, MA, 2018
- JDM Preconference, *Society for Personality and Social Psychology Conference* (Data Blitz), Atlanta, GA, 2018
- *Society for Judgment and Decision Making Conference*, Vancouver, Canada, 2017
- *Association for Consumer Research Conference* (poster), San Diego, CA, 2017

Do People Inherently Dislike Uncertain Advice? (Gaertig & Simmons)

- *Whitebox Advisors Doctoral Student Conference*, Yale, NH, 2017
- *Society for Consumer Psychology Conference*, San Francisco, CA, 2017
- JDM Preconference, *Society for Personality and Social Psychology Conference* (poster), San Antonio, TX, 2017
- *Society for Personality and Social Psychology Conference* (poster), San Antonio, TX, 2017
- *Society for Judgment and Decision Making Conference*, Boston, MA, 2016

Preregistration Is Good, And This Is How To Do It (Simmons, Gaertig*, & Lewis*)

- Research Skills Workshop, *Society for Consumer Psychology Conference*, Dallas, TX, 2018 (*jointly presented)

Magnitude Matters: The Role of Emotion Intensity in Interpersonal Perceptions (Gaertig, Barasch, Levine, & Schweitzer)

- *Association for Consumer Research Conference* (poster), Berlin, Germany, 2016
- JDM Preconference, *Society for Personality and Social Psychology Conference* (poster), San Diego, CA, 2016
- *Society for Judgment and Decision Making Conference* (poster), Chicago, IL, 2015

This is Your Brain on Guns: An Empirical Investigation into the Effects of the Use of Firearms on Judgment (Minson, Gaertig, Milkman, & Born)

- *Society for Judgment and Decision Making Conference* (poster), Long Beach, CA, 2014

INVITED TALKS

University of California Berkeley, Marketing Seminar, 2021

DePaul University, Department of Economics, 2020

Erasmus University Rotterdam, Netherlands, Marketing Seminar, 2020

University of Freiburg, Germany, Department of Psychology, 2019

University of California Berkeley, Marketing Seminar, 2019

University of Chicago Booth School of Business, Marketing Seminar, 2018

London Business School, Marketing Seminar, 2018

Tilburg University, Marketing Seminar, 2018

ESADE Business School, Marketing Seminar, 2018

AWARDS AND GRANTS

Runner Up, Hillel Einhorn New Investigator Award, Society for Judgment and Decision Making, 2020

Jay H. Baker Retailing Center Doctoral Student Grant (\$5,000), 2018

Paul R. Kleindorfer Scholar Award, 2017; awarded to one outstanding PhD student annually in the OID Department

Winkelman Fellowship Grant, The Wharton School, 2016-2019; awarded to one rising 3rd year PhD student annually who has shown the greatest academic job potential across all departments at Wharton (July 2016)

Emotions and Organizations Research Grant by the Katz Fund for Research on Leadership and Emotional Intelligence (\$9,340), 2016

Wharton Risk Center Russell Ackoff Doctoral Student Fellowship Award, 2015-2019

Marjorie Weiler Prize for Excellence in Writing, 2015

Wharton Doctoral Fellowship, 2014-2019

Travel Awards

- SPSP JDM Preconference Student Paper Award & Travel Grant, 2018

- SPSP Graduate Student Travel Award, 2017
- Wharton Doctoral Student Travel Grant, 2015 & 2017
- University of Pennsylvania Graduate Student Travel Award, 2014

Study Abroad Awards

- German Academic Exchange Service DAAD Scholarship for research at Harvard, 2013
- Erasmus Program Scholarship for study abroad at the University of Granada, Spain, 2010

PROFESSIONAL SERVICE

Reviewing:

- Ad hoc Reviewer for: *Journal of Experimental Psychology: General*, *Journal of Experimental Social Psychology*, *Journal of Marketing Research*, *Judgment and Decision Making*, *Decision*, *Management Science*, *Organizational Behavioral and Human Decision Processes*, *Social Psychological and Personality Science*
- Conference Reviewer for: *Behavioral Decision Research and Management (BDRM)*, *Society for Judgment and Decision Making (SJDM)*, *Society of Consumer Psychology (SCP)*

At Berkeley Haas:

- Organizer of the Behavioral Marketing Workshop, Fall Quarter 2021

At Chicago Booth:

- Co-organizer of the Marketing Workshop, Spring Quarter 2020
- Presenter at the Booth MBA Public Speaking Club Lunch & Learn Session, 2020
- Presenter at the PhD student orientation, 2019

As a graduate student at Wharton:

- Research Exercise Leader at the IDDEAS Workshop for Undergraduates
- Judge for the Wharton People Analytics Conference Research Paper Competition
- Organizer of the Behavioral Science PhD Student Journal Club
- Mentor for the Wharton Society for Advancement of Women in Business Academia

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), Society for Judgment and Decision Making (SJDM), Society for Personality and Social Psychology (SPSP)

TEACHING EXPERIENCE

Instructor, Haas School of Business

- Decision Making (MBA Course, forthcoming Spring 2022)

Instructor, Booth School of Business

- Consumer Behavior (MBA Course, Spring 2020 & Winter 2021)

Teaching Assistantships, The Wharton School

- Managerial Decision Making (MBA, Fall 2015, 2016, 2019; Executive MBA, Fall 2016)
- Decision Processes (Undergraduate, Spring 2018)
- Foundations of Teamwork and Leadership (MBA, Summer 2015)
- Undergraduate Advising for the Judgment and Decision-Making Research Immersion Class (Fall 2017 & 2018)

SELECTED RESEARCH EXPERIENCE PRIOR TO PHD

Research Assistant, Harvard Kennedy School, 2013-2014