

David Faro

CURRICULUM VITAE

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ACADEMIC EMPLOYMENT

Assistant Professor of Marketing – *London Business School, London, UK*
August 2006 – Current

EDUCATION

Graduate School of Business, University of Chicago, Chicago, Illinois

Ph.D. in Marketing, 2006

Minors: Behavioral Science and Statistics

Dissertation Advisors: Ann L. McGill and Reid Hastie

London School of Economics and Political Science (LSE), London, UK

MSc. in Organizational Social Psychology (with Distinction), 2001

School of Management, Boston University, Boston, Massachusetts

B.S. in Management, 1994

Minor: Economics

RESEARCH

Research Interests

Consumer Behavior, Time Perception, Causal Reasoning, Social Perception

Publications

Burson, Katherine, David Faro, and Yuval Rottenstreich (in press), "ABC's of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating," *Organizational Behavior and Human Decision Processes*.

Faro, David (in press), "Changing the Future by Reshaping the Past: The Influence of Causal Beliefs on Estimates of Time to Onset," *Journal of Consumer Research*.

Faro, David, Ann L. McGill, and Reid Hastie (2010), "Naïve Theories of Causal Force and Compression of Elapsed Time Judgments," *Journal of Personality and Social Psychology*, 98(5), 683-701. Lead Article

Faro, David and Yuval Rottenstreich (2006), "Affect, Empathy and Regressive Mispredictions of Others' Preferences under Risk," *Management Science*, 52(4), 529-541.

Faro, David, France Leclerc, and Reid Hastie (2005), "Perceived Causality as a Cue to Temporal Distance," *Psychological Science*, 16(9), 673-677.

Work in Progress

Burson, Katherine, Robert Smith, David Faro, "The Influence of Victim-Unitization on Charitable Giving"

Faro, David, Monika Heller, Caglar Irmak, "Merely Accessible: Products May be Effective without Actual Consumption"

Burson, Katherine, David Faro, and Yuval Rottenstreich, "Providing Multiple Units of a Good Attenuates the Endowment Effect"

Faro, David and Ann L. McGill, "Being a Low Self-Monitor in Public: Implications for Judgments of Counterstereotypical Service Providers"

Faro, David and Yuval Rottenstreich, "Reference-Dependence and Loss Aversion Imply Both the Endowment Effect and a Grass is Greener Effect"

Presentations at Academic Conferences

"Changing the Future by Reshaping the Past: The Influence of Causal Beliefs on Recollections of Time to Onset"

Association for Consumer Research, Pittsburgh, October 2009

"Providing Multiple Units of a Good Attenuates the Endowment Effect"

Association for Consumer Research, Pittsburgh, October 2009

"Providing Multiple Units of a Good Eliminates the Endowment Effect"

Subjective Probability, Utility, and Decision Making, Rovereto, 2009

"ABC's of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating"

Subjective Probability, Utility, and Decision Making, Rovereto, 2009

"Providing Multiple Units of a Good Eliminates the Endowment Effect"

Society for Judgment and Decision Making, Chicago, November 2008

"Providing Multiple Units of a Good Eliminates the Endowment Effect"

Behavioral Decision Research in Management Conference, San Diego, May 2008

“Providing Multiple Units of a Good Eliminates the Endowment Effect”
Society for Consumer Psychology, New Orleans, February 2008

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”
Association for Consumer Research, Memphis, October 2007

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”
EMAC, Reykjavik, May 2007

“Consumers’ Stereotypes in the Presence of Others”
Association for Consumer Research, Orlando, October 2006

“Causal Models and Judgment of Elapsed Time”
Association for Consumer Research, Orlando, October 2006

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”
Behavioral Decision Research in Management Conference, Santa Monica, May 2006

“Perceived Causality as a Cue to Temporal Distance”
Society for Judgment and Decision Making, Toronto, November 2005

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”
Association for Consumer Research, San Antonio, October 2005

“The Mere Presence of Others and Variety Seeking”
Society for Consumer Psychology, St. Petersburg, February 2005

“Affect, Empathy and Regressive Mispredictions of Others’ Preferences under Risk”
Society for Judgment and Decision Making, Minneapolis, November 2004

“Perceived Causality as a Cue to Temporal Distance”
Association for Consumer Research, Portland, October 2004

“Affect, Empathy and Regressive Mispredictions of Others’ Preferences under Risk”
Association for Consumer Research, Portland, October 2004

“Perceived Causality as a Cue to Temporal Distance”
Trans-Atlantic Doctoral Conference, London Business School, May 2004

“Perceived Causality as a Cue to Temporal Distance”
Behavioral Decision Research in Management Conference, Duke University, April 2004

Discussant at the 31st Annual Haring Symposium, Indiana University, Bloomington, Indiana, March 2003.

Presentations at Academic Institutions

Lancaster University
European School of Management and Technology
University of Michigan
University College London
Hebrew University
Koc University
Bilkent University
Erasmus University
University of California, LA
Cornell University
London Business School
New York University
Yale University
Northwestern University

TEACHING

Marketing Core – MBA
Behavioral Economics and Decision Making – MBA
Marketing Fundamentals – Centre for Management Development
Design and Analysis of Experiments – PhD
Social Perception Research – PhD

ACADEMIC HONORS AND AWARDS

RAMD Awards 2007-2008, London Business School
AMA-Sheth Doctoral Consortium Fellow, 2005
ACR Doctoral Consortium Fellow, 2003
Haring Symposium Fellow, 2003
Summer Research Grant, Graduate School of Business, University of Chicago, 2001
Research Fellowship, Graduate School of Business, University of Chicago, 2001-2006

PROFESSIONAL ACTIVITIES

Ad-hoc reviewer, Journal of Consumer Research, Journal of Marketing Research, Psychological Science, Journal of Economic Psychology

Program Committee Member, Association for Consumer Research, San Francisco, 2008

Faculty Member, Doctoral Symposium, Association for Consumer Research - Europe, Milan (Italy), 2007

Member, American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making, Decision Management Network, Be-Fi Forum.

INDUSTRY EMPLOYMENT

Klimatechniki S.A., Thessaloniki, Greece
- Consultant, Export Sales (2000)

Termo Teknik A.S., Istanbul, Turkey (A subsidiary of Ideal Stelrad, UK)
- Assistant General Manager, Marketing (1994-2000)

ADDITIONAL INFORMATION

Languages: Turkish, Hebrew, English