

David Faro
Curriculum Vitae

London Business School
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ACADEMIC EMPLOYMENT

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

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

Publications

Burson, Katherine, David Faro, and Yuval Rottenstreich (2010), "ABC's of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating," *Organizational Behavior and Human Decision Processes*, 113, 1-12.

* **Lead article**

Faro, David (2010), "Changing the Future by Reshaping the Past: The Influence of Causal Beliefs on Estimates of Time to Onset," *Journal of Consumer Research*, 37(2), 279-291.

* **Robert Ferber Award, Honorable Mention, 2011**

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.

Papers under review and work in progress

Burson, Katherine, David Faro, and Yuval Rottenstreich, "Providing Multiple Units of a Good Attenuates the Endowment Effect," conditionally accepted, *Management Science*

Smith, Robert, David Faro, and Katherine Burson, "More for the Many: The Influence of Entitativity on Charitable Giving," being revised for a second round of reviews, *Journal of Consumer Research*

Gu, Yangjie, Simona Botti, and David Faro, "Turning the Page: The Impact of Choice Closure on Satisfaction," being revised for a second round of reviews, *Journal of Consumer Research*

Faro, David, Monika Heller, and Caglar Irmak, "Merely Available: Products May Be Effective without Actual Consumption," revising for resubmission, *Journal of Consumer Research*

Ilyuk, Veronika, Lauren Block, and David Faro "Estimates of Time and Product Efficacy"

Faro, David and Yuval Rottenstreich, "The Endowment Effect and the Grass is Greener Effect"

Faro, David and Xi Zou, "The Effect of Goal Interruption on Estimates of Elapsed Time"

Presentations at Academic Conferences

"Merely Available: Products May Be Effective without Actual Consumption"
Society for Judgment and Decision Making, Seattle, November 2011

"Merely Available: Products May Be Effective without Actual Consumption"
Southern Ontario Behavioural Decision Research Conference, Toronto, May 2011

"Merely Available: Products May Be Effective without Actual Consumption"
Association for Consumer Research, Jacksonville, October 2010

"The Influence of Entitativity on Charitable Giving"
Association for Consumer Research, Jacksonville, October 2010

"Changing the Future by Reshaping the Past: The Influence of Causal Beliefs on Estimates 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

Presentations at Academic Institutions

University of Cologne
University of Colorado, Boulder
Lancaster University
European School of Management and Technology
University of Michigan
University College London
Hebrew University (School of Education)
Koc University
Bilkent University
Erasmus University
University of California, LA
Cornell University
London Business School
New York University
Yale University
Northwestern University (Department of Psychology)

ACADEMIC HONORS AND AWARDS

Robert Ferber Award, Honorable Mention, 2011
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

TEACHING

Marketing Core (Full Time MBA)
Behavioural Economics and Decision Making (with Emre Ozdenoren)

Executive Education:
Emerging Leaders Programme (2011)
ExxonMobil Graduate Development Programme (2008-2010)

Judgment and Decision Making (PhD Seminar)
Design and Analysis of Experiments (PhD Seminar)
Social Perception Research (PhD Seminar)

PhD Co-Adviser (with Simona Botti): Yangjie Gu
PhD Committee Member: Yvetta Simonyan, Rellie Rozin-Derfler, Martin Schweinsberg, Ramya Ranganathan

SERVICE (London Business School)

MBA Programme Review Implementation Group (2011)
Core Course Committee, Marketing (2009-2011)
School Survey Implementation Group (2010)
PhD Programme Coordinator, Marketing (with Rajesh Chandy, 2008)
Behavioural Research Lab Ethics Committee (2008-2009)
Recruiting Committee member (2006, 2009)
Organizer, London Business School Marketing Seminar Series (2006-2007)

PROFESSIONAL ACTIVITIES

Ad-hoc reviewer
Journal of Consumer Research
Journal of Marketing Research
Management Science
Organizational Behavior and Human Decision Processes
Psychological Science
Journal of Economic Psychology

Program Committee Member for *Association for Consumer Research*, 2008 and 2011
Faculty Member, Doctoral Symposium, *Association for Consumer Research – Europe*, 2007

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

INDUSTRY EMPLOYMENT

Klimatechniki, Greece (2000)
Consultant, Export Sales

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

ADDITIONAL INFORMATION

Languages: Turkish, Hebrew, English