

# CELIA GAERTIG

University of California, Berkeley  
Haas School of Business  
545 Student Services Building, #1900  
Berkeley, CA 94720-1900

Email: [celia.gaertig@haas.berkeley.edu](mailto:celia.gaertig@haas.berkeley.edu)  
Website: [www.celiagaertig.com](http://www.celiagaertig.com)

## 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 (+denotes mentee/student collaborator)

---

1. Mislavsky, R. & **Gaertig, C.** (2022). Combining Probability Forecasts: 60% and 60% Is 60%, but Likely and Likely Is Very Likely. *Management Science*, 68(1), 541-563.  
    ◇ **SJDM Hillel Einhorn New Investigator Award 2020: Runner Up**
2. **Gaertig, C.**, & Simmons, J. (2022). The Psychology of Second Guesses: Implications for the Wisdom of the Inner Crowd. *Management Science*, 67(9), 5921-5942.

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

Prior to PhD:

7. 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.
8. **Gaertig, C.**, Moser, A., Alguacil, S., & Ruz, M. (2012). Social Information and Economic Decision-Making in the Ultimatum Game. *Frontiers in Neuroscience*, 6:103.

**PAPERS UNDER REVIEW & SELECTED WORKING PAPERS**

---

9. **Gaertig, C.**, & Simmons, J. Why (and When) Are Uncertain Price Promotions More Effective Than Equivalent Sure Discounts? Invited for revision at the *Journal of Consumer Research*.
10. **Gaertig, C.**, & Simmons, J. Should Advisors Provide Confidence Intervals Around Their Estimates? Invited for revision at the *Journal of Experimental Psychology: General*.
11. <sup>+</sup>Hu, B., **Gaertig, C.**, & Dietvorst, B. J. How Should Time Estimates Be Structured to Increase Consumer Satisfaction? Under review at the *Journal of Consumer Research*.
12. Mislavsky, R. & **Gaertig, C.** Premature Predictions: Forecasters Get Less Credit for Predictions Made Too Early. Preparing submission.

**CONFERENCE PRESENTATIONS** (includes only presentations that I delivered)

---

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

- *SCP Boutique Conference: Numerical Markers in Judgments, Choices, and Consumption Experiences*, Tucson, AZ, 2021
- *Subjective Probability, Utility, and Decision Making (SPUDM) Conference*, virtual, 2021
- *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**

---

Stanford University, Marketing Seminar, 2022  
University of California Berkeley, Psych & Econ Lunch, 2022  
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**

---

### **Hillel Einhorn New Investigator Award: Runner Up, 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 3<sup>rd</sup> 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: *Association for Consumer Research (ACR), Behavioral Decision Research and Management (BDRM), Society for Judgment and Decision Making (SJDM), Society of Consumer Psychology (SCP)*

### At Berkeley Haas:

- Co-director of the weekly Preferences Lab for Marketing PhD students (with Ellen Evers)

### As a faculty at Chicago Booth:

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

### As a graduate student at Wharton:

- 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**

---

Decision Making (Haas School of Business, MBA, Spring 2022)

Consumer Behavior (Booth School of Business, MBA, Spring 2020 & Winter 2021)

Teaching Assistantships (University of Pennsylvania, The Wharton School, 2014-2019)

- Managerial Decision Making (MBA/Executive MBA, Fall 2015, 2016, & 2019)
- Decision Processes (Undergraduate, Spring 2018)
- Foundations of Teamwork and Leadership (MBA, Summer 2015)

Advising

- Current PhD student collaborator: Beidi Hu, PhD student in OID (Wharton)
- Undergraduate Advising for the JDM Research Immersion Class at Wharton (2017 & 2018)

## **SELECTED RESEARCH EXPERIENCE PRIOR TO PHD**

---

Research Assistant, Harvard Kennedy School, 2013-2014