

# CELIA GAERTIG

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## ACADEMIC POSITIONS

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### **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

## EDUCATION

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### **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

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

## PUBLICATIONS (+denotes mentee/student collaborator)

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**Gaertig, C., & Simmons, J.** (forthcoming). Why (and When) Are Uncertain Price Promotions More Effective Than Equivalent Sure Discounts? *Journal of Consumer Research*.

<sup>+</sup>Hu, B., **Gaertig, C., & Dietvorst, B. J.** (forthcoming). How Should Time Estimates Be Structured to Increase Customer Satisfaction? *Management Science*.

Mislavsky, R. & **Gaertig, C.** (2024). Premature Predictions: Accurate Forecasters Are Not Viewed As More Competent For Earlier Predictions. *Journal of Experimental Psychology: General*, 153(1), 159–170.

**Gaertig, C.**, & Simmons, J. (2023). Are People More Or Less Likely to Follow Advice That Is Accompanied By A Confidence Interval? *Journal of Experimental Psychology: General*. 152(7), 2008-2025.

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.

- ◇ **Finalist, Decision Analysis Society Publication Award from the Institute for Operations Research and the Management Sciences (INFORMS) 2024**
- ◇ **Finalist, Exeter Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economics 2023**
- ◇ **Runner Up, Hillel Einhorn New Investigator Award from the Society of Judgment and Decision Making (SJDM) 2020**

**Gaertig, C.**, & Simmons, J. (2021). The Psychology of Second Guesses: Implications for the Wisdom of the Inner Crowd. *Management Science*, 67(9), 5921-5942.

<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.

**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.

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

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

- Behavioral Decision Research in Management Conference, Chicago, IL, 2024
- 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

#### Premature Predictions (Mislavsky & Gaertig)

- Subjective Probability, Utility, and Decision Making (SPUDM) Conference, Vienna, Austria, 2023

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

- BIG Difference BC Conference, organized by UBC Sauder School of Business, virtual, 2023
- Choice Symposium, Fontainebleau, France, 2023
- California School Conference, UC Berkeley (invited faculty speaker), 2023
- 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

#### 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**

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MIT, Sloan School of Management, Marketing Seminar, forthcoming 2025

University of California Berkeley, Institute of Personality and Social Research Seminar, 2024

Yale School of Management, Marketing Seminar, 2023

Washington University, Olin Business School, Marketing Seminar, 2023

University of California Berkeley, Social Origins Lab, 2022

Max Planck Institute for Human Development, Berlin, Germany, 2022

Ruhr University Bochum, Social Cognition Research Seminar, 2022

Stanford University, Marketing Seminar, 2022

University of California Berkeley, Psychology & Economics Lunch, 2022

University of California Berkeley, Marketing Seminar, 2021

DePaul University, Department of Economics, 2020

Erasmus University Rotterdam, Marketing Seminar, 2020

University of Freiburg, Department of Biological 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**

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Decision Analysis Society Publication Award from the Institute for Operations Research and the Management Sciences (INFORMS): Finalist, 2024

Exeter Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economics: Finalist, 2023

Club 6; award at Haas for faculty who receive mean teaching evaluations  $> 6.0/7.0$  in more than one course in a semester, received for Spring 2023 and Spring 2024

Barbara and Gerson Bakar Faculty Fellow; acknowledges young professors with extraordinary potential at Haas, 2023

Hillel Einhorn New Investigator Award by the Society for Judgment and Decision Making: Runner Up, 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**

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### Reviewing:

- Ad hoc Reviewer for: *Cognition, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Consumer Research, Journal of Marketing Research, Judgment and Decision Making, Decision, Management Science, Organizational Behavioral and Human Decision Processes, Psychonomic Bulletin, 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)
- Co-organizer of the weekly Journal Club
- Co-organizer of the Shansby Marketing Seminar Series, Spring 2023

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**

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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**

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Instructor:

- Decision Making (Haas School of Business, MBA & Undergrad, Spring 2022, 2023, 2024)
- 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)
- Undergraduate Advising for the JDM Research Immersion Class at Wharton (2017 & 2018)

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

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Research Assistant, Harvard Kennedy School, 2013-2014