

CELIA GAERTIG

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ACADEMIC POSITIONS

University of California, Berkeley, Haas School of Business, 2021 - Present

Assistant Professor of Marketing
Affiliate, Institute of Personality and Social Research

University of Chicago, Booth School of Business, 2019 - 2021

Assistant Professor of Marketing

EDUCATION AND PREVIOUS POSITIONS

University of Pennsylvania, Wharton School, 2014 - 2019

Ph.D. in Decision Processes
Dissertation: (When) Do Consumers Prefer Uncertainty?
Committee: Joseph Simmons (PhD Advisor), Uri Simonsohn, Deborah Small

Harvard University, Harvard Kennedy School, 2013 - 2014

Research Assistant in Judgment and Decision Making

University of Freiburg, Germany, 2009 - 2013

B.S. in Psychology
Visiting Student, University of Granada, Spain, 2010-2011
Visiting Research Intern, Harvard Kennedy School, 2013

Duale Hochschule Baden-Wuerttemberg (DHBW) Karlsruhe, Germany, 2006 - 2009

B.A. in Business Administration, Dual Studies Program

RESEARCH INTERESTS

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

PUBLICATIONS ^(+indicates mentee/student collaborator at time of publication)

Gaertig, C., & Simmons, J. (2026). Why (and When) Are Uncertain Price Promotions More Effective Than Equivalent Sure Discounts? *Journal of Consumer Research*, 52(5), 1022-1042.

⁺Hu, B., **Gaertig, C.**, & Dietvorst, B. J. (2025). How Should Time Estimates Be Structured to Increase Customer Satisfaction? *Management Science*, 71(9), 7497-7515.

◇ **SJDM Featured Research, June 2025**

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.

◇ **Winner SJDM Best Paper Award 2025; additional recognition as finalist and runner-up for multiple other awards for research excellence**

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

⁺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.

Early work (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 (#indicates joint first authors; ⁺indicates student collaborator)

#Hu, B., #**Gaertig, C.**, & Simmons, J. What Are The Different Types of Uncertainty? *Invited Revision at Psychological Science*.

⁺Allen, C., **Gaertig, C.**, & Simmons, J. Does Dialectical Bootstrapping Improve the Wisdom of the Inner Crowd? *Preparing Submission*.

⁺Sa, R., **Gaertig, C.**, & Sokolova, T. Communicating and Eliciting Uncertainty: How Range Format Shapes Interpretations and Predictions of Uncertain Outcomes. *Working Paper*.

SELECTED RESEARCH IN PROGRESS (+indicates student collaborator)

“How Do Estimates Change Under Uncertainty?” with +Carter Allen

“Optimism and Pessimism in Forecasting” with +Kristine Cho and +Carter Allen

“Customizing Time Estimates” with Beidi Hu and Berkeley Dietvorst

“Judging Forecasts Across Time” with Robert Mislavsky

CONFERENCE PRESENTATIONS (*indicates co-author presented)

How Do Estimates Change Under Uncertainty? (Allen & Gaertig)

- *Society for Personality and Social Psychology Conference (poster), Chicago, IL, 2026*

What Are the Different Types of Uncertainty? (Gaertig, Hu, & Simmons)

- Choice Symposium, Vail, CO, forthcoming 2026
- *Society for Consumer Psychology Conference, San Diego, CA, forthcoming 2026
- *Society for Judgment and Decision Making Conference, Denver, CO, 2025
- Association for Consumer Research Conference, Washington, DC, 2025

How Should Time Estimates Be Structured to Increase Customer Satisfaction? (Hu, Gaertig, & Dietvorst)

- *Behavioral Decision Research in Management Conference, Chicago, IL, 2024
- *Society for Consumer Psychology Conference, virtual, 2022
- *Society for Judgment and Decision Making Conference (poster), San Diego, CA 2022
- *Association for Consumer Research Conference, virtual, 2021

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
- *Association for Consumer Research Conference, virtual, 2021
- *Society for Judgment and Decision Making Conference, virtual, 2020

Combining Probability Forecasts: 60% and 60% Is 60%, but Likely and Likely Is Very Likely (Mislavsky & Gaertig)

- *Society for Judgment and Decision Making Conference, New Orleans, LA, 2018
- *Society for Consumer Psychology Conference, Dallas, TX, 2018

- *Boulder Summer Conference, Boulder, CO, 2017

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

CONFERENCE AND WORKSHOP ORGANIZATION

- Co-organizer, 3-day Workshop on “Looking Ahead: New Frontiers in Forecasting and Communication,” Choice Symposium, Vail, CO, forthcoming 2026

INVITED TALKS

Johns Hopkins University, Carey Business School, 2025
MIT, Sloan School of Management, 2025
University of California Berkeley - Institute of Personality and Social Research, 2024
Yale School of Management, 2023
Washington University, Olin Business School, 2023
California School Conference (invited faculty speaker), 2023
University of California Berkeley - Social Origins Lab in Psychology, 2022
Max Planck Institute for Human Development, Berlin, Germany, 2022
Ruhr University Bochum - Social Cognition Research Seminar, 2022
Stanford University, 2022
University of California Berkeley - Psychology & Economics Lunch, 2022
University of California Berkeley, Haas School of Business, 2021
Judgment and Decision Making Preconference at SPSP (invited faculty speaker), 2021
DePaul University - Department of Economics, 2020
Erasmus University Rotterdam, 2020
University of Freiburg – Department of Biological Psychology, 2019
University of California Berkeley, Haas School of Business, 2019
University of Chicago Booth School of Business, 2018
London Business School, 2018
Tilburg University, Marketing Group, 2018
ESADE Business School, 2018

AWARDS AND GRANTS

2026 Marketing Science Institute Young Scholar
Honors early-career marketing faculty recognized as rising leaders in the field

2025 Winner, SJDM Best Paper Award
Awarded by the *Society for Judgment and Decision Making* for work that makes a novel and important contribution with promise for long-term influence in the field (for “Combining Probability Forecasts: 60% and 60% Is 60%, but Likely and Likely Is Very Likely”)

2024 Finalist, INFORMS Decision Analysis Society Publication Award (for “Combining Probability Forecasts: 60% and 60% Is 60%, but Likely and Likely Is Very Likely”)

2023 Finalist, Exeter Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economic (for “Combining Probability Forecasts: 60% and 60% Is 60%, but Likely and Likely Is Very Likely”)

2020 Runner-up, SJDM Hillel Einhorn New Investigator Award
Awarded by the *Society for Judgment and Decision Making* for outstanding work by new researchers who completed their PhD within the last five years (for “Combining Probability Forecasts: 60% and 60% Is 60%, but Likely and Likely Is Very Likely”)

2023-2025 Haas Club 6
Acknowledges faculty who receive mean teaching evaluations of $\geq 6.0/7$

2023 Barbara and Gerson Bakar Faculty Fellow
Acknowledges young professors with extraordinary potential at Haas

2016-2019 Wharton Winkelman Fellowship Grant

Awarded to one rising third-year PhD student annually who has shown the greatest academic job potential across all departments at Wharton

2015-2019 Wharton Risk Center Russell Ackoff Doctoral Student Fellowship Award
2014-2019 Wharton Doctoral Fellowship
2018 SPSP JDM Preconference Student Paper Award and Travel Grant
2018 Jay H. Baker Retailing Center Doctoral Student Grant (\$5,000)
2017 Paul R. Kleindorfer Scholar Award

Awarded to one outstanding PhD student annually in the OID Department at Wharton

2017 University of Pennsylvania/Wharton Doctoral Student Travel Grant (also in 2015 & 2014)
2017 SPSP Graduate Student Travel Award
2016 Emotions and Organizations Research Grant by the Katz Fund for Research on Leadership and Emotional Intelligence (\$9,340)
2015 Marjorie Weiler Prize for Excellence in Writing
2013 German Academic Exchange Service DAAD Scholarship (host: Harvard University)
2010-2011 Erasmus Program Scholarship (host: University of Granada, Spain)

TEACHING EXPERIENCE

Instructor:

MBA 253 Decision Making, 2022-2026
University of California, Berkeley, Haas School of Business

UGBA 157 Decision Making, 2023-2026
University of California, Berkeley, Haas School of Business

MBA 37101 Consumer Behavior, 2020-2021
University of Chicago, Booth School of Business

Teaching Assistant:

Managerial Decision Making, MBA, University of Pennsylvania, 2015, 2016, 2019
Managerial Decision Making, Executive MBA, University of Pennsylvania, 2019
Decision Processes, Undergraduate, University of Pennsylvania, 2018
Foundations of Teamwork and Leadership, MBA, University of Pennsylvania, 2015

PROFESSIONAL SERVICE

Award Committees:

SJDM Hillel Einhorn Young Investigator Award, Committee Member, 2024-2026
MSI Doctoral Dissertation Proposal Competition, Reviewer, 2025

Ad-hoc Reviewer:

Cognition
Current Directions in Psychological Science
Journal of Experimental Psychology: Applied
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Consumer Psychology

Journal of Consumer Research
Journal of Marketing Research
Journal of Personality and Social Psychology
Judgment and Decision Making
Decision
Management Science
Organizational Behavioral and Human Decision Processes
Personality and Social Psychology Bulletin
Psychonomic Bulletin
Psychological Science
Proceedings of the National Academy of Sciences (PNAS)
Social Psychological and Personality Science
Quarterly Journal of Experimental Psychology

Conference Reviewer:

Association for Consumer Research (ACR)
Behavioral Decision Research and Management (BDRM)
Society of Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)

PROFESSIONAL AFFILIATIONS

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

PROFESSIONAL DEVELOPMENT WORKSHOPS

Harvard BOK Higher Education Teaching Certificate, 2025

LANGUAGES

German (native speaker), English (fluent), Spanish (advanced), French (advanced)