

CELIA GAERTIG

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EMPLOYMENT

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

Assistant Professor of Marketing
Barbara and Gerson Bakar Faculty Fellow
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 Karlsruhe, Germany, 2006 - 2009

B.A. in Business Administration, Dual Studies Program

RESEARCH INTERESTS

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

PUBLICATIONS ^(+denotes mentee/student collaborator at time of research)

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.
- 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**
 - ◇ **Finalist INFORMS Decision Analysis Society Publication Award 2024**
 - ◇ **Finalist Exeter Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economics 2023**
 - ◇ **Runner up SJDM Hillel Einhorn New Investigator Award 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.
- [†]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.
- 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.

PAPERS UNDER REVIEW ([†]denotes student collaborator; [‡]denotes joint first authors)

- [†]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? *Under Review*.

CAREER AWARDS AND PAPER AWARDS

- 2025 MSI Young Scholar, awarded by the Marketing Science Institute to honor early-career marketing faculty recognized as rising leaders in the field
- 2025 SJDM Best Paper Award 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”
- 2023-present Haas Club 6, acknowledges faculty at Haas who receive mean teaching evaluations of $\geq 6.0/7$
- 2023-present Barbara and Gerson Bakar Faculty Fellow, acknowledges young professors with extraordinary potential at Haas
- 2020 Runner-up, SJDM Hillel Einhorn New Investigator Award 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”
- 2018 Student Paper Award by the SPSP JDM Preconference

CONFERENCE PRESENTATIONS (*denotes that I presented)

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

- *Behavioral Decision Research in Management Conference, New York City, NY, forthcoming 2026
- Society for Consumer Psychology Conference, San Diego, CA, 2026
- Society for Judgment and Decision Making Conference, Denver, CO, 2025
- *Association for Consumer Research Conference, Washington, DC, 2025

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

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

Communicating and Eliciting Uncertainty: How Range Format Shapes Interpretations and Predictions of Uncertain Outcomes (Sa, Sokolova, & Gaertig)

- European Marketing Academy Conference, Bath, UK, forthcoming 2026
- California Schools Conference, Los Angeles, CA, 2026

Does Dialectical Bootstrapping Improve the Wisdom of the Inner Crowd? (Allen, Gaertig, & Simmons)

- INFORMS Advances in Decision Analysis Conference, NC, forthcoming 2026
- California Schools Conference, Los Angeles, CA, 2026

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

INVITED TALKS

Bocconi University, Department of Marketing, forthcoming 2026

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

TEACHING

University of California, Berkeley, Haas School of Business
MBA Decision Making (MBA 253): Spring 2022, Spring 2023, Spring 2024, Spring 2025, Spring 2026
UGBA Decision Making (UGBA 157): Spring 2023, Spring 2024, Spring 2025, Spring 2026

University of Chicago, Booth School of Business
MBA Consumer Behavior (MBA 37101): Spring 2020, Winter 2021

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)

OTHER GRADUATE SCHOOL AWARDS AND SCHOLARSHIPS

2018 Jay H. Baker Retailing Center Doctoral Student Grant, The Wharton School (\$5,000)
2017 Paul R. Kleindorfer Scholar Award, The Wharton School. awarded to one outstanding PhD student annually in the OID Department
2016-2019 Winkelman Fellowship Grant, The Wharton School, awarded to one rising third-year PhD student annually who has shown the greatest academic job potential across all departments at Wharton
2016 Emotions and Organizations Research Grant by the Katz Fund for Research on Leadership and Emotional Intelligence, The Wharton School (\$9,340)
2015-2019 Russell Ackoff Doctoral Student Fellowship, The Wharton School
2014, 2015, & 2017 Graduate Student Travel Grant, University of Pennsylvania/The Wharton School
2017 Graduate Student Travel Award, SPSP Conference
2015 Marjorie Weiler Prize for Excellence in Writing, The Wharton School
2013 German Academic Exchange Service DAAD Scholarship (host : Harvard University)
2010-2011 Erasmus Program Scholarship (host: University of Granada, Spain)

PROFESSIONAL DEVELOPMENT WORKSHOPS

Harvard BOK Higher Education Teaching Certificate, 2025

LANGUAGES

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