

KRISTEN E. DUKE

Rotman School of Management, University of Toronto
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ACADEMIC POSITIONS

July 2019—present Assistant Professor of Marketing
Research Fellow, Behavioural Economics in Action (BEAR)
Rotman School of Management, University of Toronto

EDUCATION

2019 Ph.D. in Marketing
Rady School of Management, UC San Diego

2013 B.A. in Economics and B.A. in Psychology, summa cum laude
The College of New Jersey
The American Business School of Paris (spring 2011)

RESEARCH INTERESTS

Decision-making, emotions, framing, choice structure, risk and uncertainty, technology, mental wellness

JOURNAL PUBLICATIONS († PhD student)

Rondina, Renante, Cindy Quan†, **Kristen E. Duke**, and Dilip Soman (2022), “A Behavioural Science Framework to Address Latent Demand in Mental Healthcare,” *Nature Medicine*.

Duke, Kristen E. and On Amir (*forthcoming*), “The Importance of Selling Formats: When Integrating Purchase and Quantity Decisions Increases Sales,” *Marketing Science*.

- Accepted to the *Marketing Science Institute* working paper series

Weingarten, Evan*, **Kristen E. Duke***, Wendy Liu*, Rebecca W. Hamilton, On Amir, Gil Appel, Moran Cerf, Joseph Goodman, Andrea Morales, Ed O’Brien, Jordi Quoidbach, and Monic Sun (2022), “What Makes People Happy? Decoupling the Experiential-Material Continuum,” *Journal of Consumer Psychology*.
(*joint first authorship)

Williams, Elanor F., **Kristen E. Duke**, and David Dunning (2020), “Consistency Just Feels Right: Procedural Fluency Increases Confidence in Performance,” *Journal of Experimental Psychology: General*, 149 (12), 2395—2405.

Duke, Kristen E. and On Amir (2019), “Guilt Dynamics: Consequences of Temporally Separating Decisions and Actions,” *Journal of Consumer Research*, 45 (6), 1254—73.

- Winner of the 2019 JCR Robert Ferber Award (best dissertation-based article)

Lieberman, Alicea, **Kristen E. Duke**, and On Amir (2019), “How Incentive Framing Can Harness the Power of Social Norms,” *Organizational Behavior and Human Decision Processes*, 151, 118—31.

Duke, Kristen E., Kelly Goldsmith, and On Amir (2018), “Is the Preference for Certainty Always So Certain?,” *Journal of the Association for Consumer Research*, 3 (1), 63—80.

Ward, Adrian, **Kristen E. Duke**, Ayelet Gneezy, and Maarten Bos (2017), “Brain Drain: The Mere Presence of One’s Own Smartphone Reduces Available Cognitive Capacity,” *Journal of the Association for Consumer Research*, 2 (2), 140—54.

- Financial Times #1 Business School Research Paper with Social Impact
- Winner of AMA-EBSCO-RRBM Award for Responsible Research in Marketing
- Most-cited paper in this journal’s history

Crawford, Jarret T., Sophie A. Kay, and **Kristen E. Duke** (2015), “Speaking out of Both Sides of Their Mouths: Biased Political Judgments Within (and Between) Individuals,” *Social Psychological and Personality Science*, 6 (4), 422—30.

ADDITIONAL PUBLICATIONS

Lieberman, Alicea and **Kristen Duke** (2020), “Why We’re Incentivized by Discounts and Surcharges,” *Harvard Business Review*, <https://hbr.org/2020/02/research-why-were-incentivized-by-discounts-and-surcharges>.

Duke, Kristen, Adrian Ward, Ayelet Gneezy, and Maarten Bos (2018), “Having Your Smartphone Nearby Takes a Toll on Your Thinking,” *Harvard Business Review*, <https://hbr.org/2018/03/having-your-smartphone-nearby-takes-a-toll-on-your-thinking>.

Duke, Kristen (2017), “Cognitive Costs of the Mere Presence of Smartphones,” *Nature: Science of Learning Community*, <https://npjscilearncommunity.nature.com/users/60608-kristen-duke/posts/19475-cognitive-costs-of-the-mere-presence-of-smartphones>.

PAPERS UNDER REVIEW & WORK IN PROGRESS († PhD student, ^ Industry)

Duke, Kristen E., Daniel Mochon, and On Amir, “Reflecting on the Reflection Effect: The Role of Probability Representation in Risky Choice,” *preparing for submission*.

Duke, Kristen E., Jackie Porter[^], and Joanne Locascio[^], “Proactive Prompts for Financial Goal-Setting,” *preparing for submission*.

“Ranked-choice voting,” with Rachel Gershon and Ivy Onyeador, *in progress*.

“Anticipating giving feedback,” with Melanie Brucks and Daniella Turetski[†], *in progress*.

“Re-trying sustainable products,” with Jen Park[†], *in progress*.

“Choice architecture norms,” with Alicea Lieberman, *in progress*.

- Other works in progress; more information available upon request. -

SELECT AWARDS, HONORS, AND GRANTS

Petro-Can Young Innovator Award for “innovative, cutting-edge work”	2022
Connaught Fund New Researcher Award, PI, \$19,926 CAD	2022
SSHRC Insight Development Grant for “Choice Architecture and Well-Being,” PI, \$74,362 CAD	2022
AMA-EBSCO-RRBM Award for Responsible Research in Marketing	2021
Rotman Teaching Award (x2)	2020, 2021
<i>Financial Times</i> #1 Business School Research Paper with Social Impact	2020
Rady School of Management Nominee for UCSD Chancellor’s Dissertation Medal	2020
Ferber Award for best dissertation-based article, <i>Journal of Consumer Research</i>	2019
MSI Grant #4000477 co-PI with On Amir, “Can Quantity Integration Boost Sales?,” \$10,000	2018
SJDM Student Poster Awards: Honorable Mention x2 (Quantity Integration, Incentive Framing)	2017
AMA-Sheth Doctoral Consortium Fellow	2017
MSI Grant #4000058 co-PI with Wendy Liu, “Living in Digital: Photos and Consumer Goals,” \$7,000	2016
First Academic Honors in Economics (top Economics major in college)	2013
<i>Phi Beta Kappa</i> (junior year electee: top 5% in univ.), <i>Psi Chi</i> , <i>Beta Gamma Sigma</i> , <i>Golden Key</i> honor soc.	2012
Maximum merit scholarship at TCNJ; five other undergraduate scholarships	2009—2013

SELECT PRESS COVERAGE & MEDIA ENGAGEMENT

“Brain Drain: The Mere Presence of One’s Own Smartphone Reduces Available Cognitive Capacity”

Select Media Coverage: [Late Night with Seth Meyers](#), [Wall Street Journal](#), [New York Times](#), [Time Magazine](#), [The Atlantic](#), [FiveThirtyEight](#), [Psychology Today](#), [New York Magazine](#), [CNN](#), [US News and World Report](#), [Huffington Post](#), [Mashable](#), [Business Insider](#), [Quartz](#), [Yahoo](#), [BBC](#), [The Independent](#), [The Guardian](#), [CNET](#), [Mic](#), [New York Post](#), [Men’s Health](#), [Cosmopolitan](#)

Press Interviews: I discussed this work live on the NPR show “On Point with Tom Ashbrook”: <http://www.wbur.org/onpoint/2017/10/12/smartphones-brain-memory>, and on the Italian TV program *PresaDiretta* (RAI 3), who produced an episode about this work: <http://www.presadiretta.rai.it/dl/portali/site/puntata/ContentItem-60e66850-8f0b-4f3b-807a-9068b533638b.html>

TV Show: This work was featured in the first episode of the Netflix show [Magic for Humans](#).

Altmetric Top 100 Article: This article was ranked #36 of all peer-reviewed articles from 2017 in online attention, all fields: <https://www.altmetric.com/top100/2017/#list>

“Guilt Dynamics: Consequences of Temporally Separating Decisions and Actions”

Select Media Coverage: NPR show “The Loh Down on Science”

Press Interview: I discussed this work live on the KGO 810 San Francisco radio show “Consumer Talk with Michael Finney”: https://omny.fm/shows/kgo-810/march-16-2019-guilt-dynamics?in_playlist=kgo-810!consumer-talk-with-michael-finney

“How Incentive Framing Can Harness the Power of Social Norms”

Select Media Coverage: San Diego Union Tribune, [Beyond Philosophy](#)

Press Interviews: My colleague discussed this work on the podcast “The Intuitive Customer”:

<https://beyondphilosophy.com/how-small-changes-can-alter-customer-behavior/> and I

discussed this work for a feature in the Rotman Management Magazine:

<https://www.rotman.utoronto.ca/Connect/Rotman-MAG/IdeaExchange/Page1/Spring2020-Duke>

Risky decision-making, consumer decision-making, financial decision-making

CBC Radio Canada interview (July 2022): on the design of grocery stores and retail shops

TD Bank Money Talk: (Jan 2022): <https://www.moneytalkgo.com/one-small-step-the-case-for-micro-resolutions/>

CBC Marketplace show interview (Nov 2021): on consumer perceptions of marketing claims

CBC Radio Canada interview (Sept 2021): on consumer trends

CBC Radio Canada interview (May 2021): on consumer habits post-pandemic

CTV News interview (Apr. 2021): on emotions surrounding vaccination

CBC Radio Canada interview (Aug. 2020): on consumer confidence amid the pandemic

Royal Bank of Canada’s Direct Investing Magazine interview (Feb 2020):

<https://www6.royalbank.com/en/di/hubs/ideas-and-motivation/article/can-you-trick-yourself-into-better-investing-decisions/k57h3lfs>

BNN Bloomberg/ TD Bank magazine interview (Jan 2020):

<https://www.bnnbloomberg.ca/moneytalk-be-a-better-spender-and-sock-away-the-extra-1.1395443>

RESEARCH PRESENTATIONS

INVITED TALKS

UC Berkeley, Haas School of Business	scheduled
UCLA Anderson Behavioral Decision Making Group	May 2021
The Ohio State University, Social Psychology Colloquium	Apr 2021
York University, Schulich School of Business	Apr 2021
George Mason University	Mar 2021
Behavioral Insights Global	Dec 2020
University of Toronto, Psychology: Social Personality Research Group	Nov 2020
Rotman Management Magazine Highlight Speaker Series	May 2020
University of Toronto Scarborough: Psychology	Apr 2020
UC Berkeley, Haas School of Business decision making brown bag	Nov 2018
Stanford University, Graduate School of Business	Nov 2018
INSEAD	Oct 2018
The Ohio State University, Fisher College of Business	Oct 2018
University of Toronto, Rotman School of Management	Oct 2018
Georgetown University, McDonough School of Business	Sept 2018

ORGANIZED SYMPOSIA

“New Directions for Experiences and Choice” (2019, with Evan Weingarten and Wendy Liu), *11th Triennial Invitational Choice Symposium*, Cambridge, MD.

“Calling Questions into Question: The Influence of Question Framing on Consumer Judgments and Decisions” (2018), *Society for Consumer Psychology*, Dallas, TX.

“The Curious Case of Risk and Uncertainty” (2017, with Luxi Shen), *Association for Consumer Research*, San Diego, CA.

“Advances in Mental Accounting” (2016, with On Amir), *Association for Consumer Research*, Berlin, Germany.

“Marketing Actions that Change Behavior” (2016, with Alicea Lieberman), *Society for Consumer Psychology*, St. Pete’s Beach, FL.

CONFERENCE PRESENTATIONS (* = I presented)

Reflecting on the Reflection Effect: The Role of Probability Representation in Risky Choice

Southern Ontario Behavioural Decision Research Conference, Toronto, ON (2022).*

Society for Judgment and Decision Making, virtual (2022).*

Society for Consumer Psychology, Huntington Beach, CA (2020).

Counting Time by Moments: The Mixed Effects of Photo Engagement on Subsequent Choices

Association for Consumer Research, Atlanta, GA (2019).

Poster: Society for Judgment and Decision Making, Boston, MA (2016).*

The Quantity Integration Effect

Society for Judgment and Decision Making, New Orleans, LA (2018).*

Association for Consumer Research, Dallas, TX (2018).

Behavioral Decision Research in Management, Boston, MA (2018).

Society for Consumer Psychology, Dallas, TX (2018).* *Symposium chair*.

Poster: Society for Judgment and Decision Making, Vancouver, BC (2017).* *Honorable mention student poster award*.

How Incentive Framing Can Harness the Power of Social Norms

Society for Judgment and Decision Making, New Orleans, LA (2018).

Association for Consumer Research, Dallas, TX (2018).

Behavioral Decision Research in Management, Boston, MA (2018).

Behavioral Science & Policy Association, Washington, DC (2017).

Society for Consumer Psychology, St. Pete’s Beach, FL (2016).* *Symposium co-chair*.

Poster: Society for Judgment and Decision Making, Vancouver, BC (2017). *Honorable mention student poster award to coauthor*.

Guilt Dynamics: Consequences of Temporally Separating Decisions and Actions

Society for Consumer Psychology, San Francisco, CA (2017).*

Association for Consumer Research, Berlin, Germany (2016).* *Symposium co-chair*.

Brain Drain: The Mere Presence of One’s Own Smartphone Reduces Available Cognitive Capacity

Psychology of Technology data blitz, Berkeley, CA (2017).*

Is the Preference for Certainty Always So Certain?

Behavioral Decision Research in Management, Toronto, ON (2016).*

Poster: Society for Personality and Social Psychology JDM Preconference, San Diego, CA (2016).*

Consistency Just Feels Right: Procedural Fluency Increases Confidence in Performance

Poster: Society for Judgment and Decision Making, Long Beach, CA (2014).*

TEACHING

2020—pres.

Course Coordinator (2021-pres) & Instructor

Rotman School of Management, University of Toronto

RSM 250: Principles of Marketing (3 sections/year)

Average Instructor ratings: 4.9/5.0 (Dept. avg: 4.5)

2013—2019

Head Teaching Assistant (2015-19) & Teaching Assistant (19 classes)

Rady School of Management, UC San Diego

Hold tutorials; train and support graduate student TAs; lecturing; etc.

Marketing Courses (Total: 14 courses)

Consumer Behavior (MBA; Prof: W. Liu; 5x)

Brand Management (MBA; Prof: W. Liu)

Marketing Communications (MBA; Prof: A. Gneezy)

Bringing a Product to the US Market (MBA; Prof: A. Gneezy)

Lab to Market (MBA; Prof: O. Amir; 2x)

Product Marketing and Management (undergrad; Prof: T. Klein; 3x)

Sales and Sales Management (undergrad; Prof: T. Klein)

Data Analytics Courses (Total: 5 courses)

Data-Driven Managerial Decisions (MBA; Prof: K. Hansen; 2x)

Data Analytics in the Wild (MBA; Prof: K. Hansen; 2x)

Collecting and Analyzing Large Data (MS Analytics; Prof: K. Hansen)

SERVICE AND AFFILIATIONS

Ad Hoc Journal Reviewer: *Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Management Science, Journal of Experimental Psychology: General, Journal of Consumer Psychology, Journal of the Association for Consumer Research, Organizational Behavior and Human Decision Processes, International Journal of Research in Marketing, Marketing Letters*

Service for Conferences: Program committee for SCP (2022, 2023), judge for SJDM Student Poster Award (2019—present), reviewer for ACR and SCP (2016—present), reviewer for APA Science of Technology (2021), ACR conference volunteer (2017), SCP conference volunteer (2017)

Mentorship: University of Toronto Undergraduate Women's Association faculty mentor, Research advisor for Laidlaw Scholars Program

Professional Affiliations: Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), Society for Judgment and Decision Making (SJDM)