

LUXI SHEN

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Chinese University of Hong Kong
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EDUCATION

2014 Ph.D. in Behavioral Science
 Booth School of Business, University of Chicago, Chicago

2014 M.B.A.
 Booth School of Business, University of Chicago, Chicago

2008 B.S. in Psychology
 Fudan University, Shanghai

POSITIONS

2014 - Present Assistant Professor of Marketing
 CUHK Business School, Chinese University of Hong Kong, Hong Kong

RESEARCH INTERESTS

Judgment and Decision Making
Consumer Behavior
Uncertainty

JOURNAL PUBLICATIONS

Shen, Luxi, Ayelet Fishbach, and Christopher K. Hsee (2015), "The Motivating-Uncertainty Effect: Uncertainty Increases Resource Investment in the Process of Reward Pursuit," Journal of Consumer Research, 41, 1301-1315.

Shen, Luxi and Oleg Urminsky (2013), "Making Sense of Nonsense: The Visual Salience of Units Determines Sensitivity to Magnitude," Psychological Science, 24(3), 297-304.

Hsee, Christopher K., **Luxi Shen**, Shirley Zhang, Jingqiu Chen, and Li Zhang (2012), "Fate or Fight: Exploring the Hedonic Costs of Free Competition," Organizational Behavior and Human Decision Processes, 119, 177-186.

Shen, Luxi, Christopher K. Hsee, Qingsheng Wu, and Claire I. Tsai (2012), "Overpredicting and Underprofiting in Pricing Decisions," Journal of Behavioral Decision Making, 25, 512-521.

Shen, Luxi, Christopher K. Hsee, Jiao Zhang, and Xianchi Dai (2011), "The Art and Science of Guessing," Emotion, 11(6), 1462-1468.

Hsee, Christopher K., Yang Yang, Naihe Li, and **Luxi Shen** (2009), "Wealth, Warmth and Well-being: Whether Happiness Is Relative or Absolute Depends on Whether It Is about Money, Acquisition, or Consumption," Journal of Marketing Research, 46(3), 396-409.

BOOK CHAPTERS

Fishbach, Ayelet and **Luxi Shen** (2014), "The Explicit and Implicit Ways of Overcoming Temptation", in Dual Process Theories in the Social Mind, ed. Jeffrey Sherman, Bertram Gawronski, and Yaacov Trope, 454-467.

CONFERENCE TALKS

ACR, 2015: "The Power of Uncertainty" with Chris Hsee and Ayelet Fishbach, New Orleans, LA

SCP (Int'l), 2015: "The Power of Uncertainty" with Chris Hsee and Ayelet Fishbach, Vienna, Austria

SCP (Int'l), 2015: "The Uniqueness Heuristic" with Ayelet Fishbach, Vienna, Austria

SJDM, 2014: "The Power of Uncertainty" with Chris Hsee and Ayelet Fishbach, Long Beach, CA

ACR, 2014: "The Motivating-Uncertainty Effect" with Ayelet Fishbach and Chris Hsee, Baltimore, MD

BDRM, 2014: "The Power of Uncertainty" with Chris Hsee and Ayelet Fishbach, London, United Kingdom

SCP, 2013: "The Uniqueness Heuristic" with Ayelet Fishbach, San Antonio, TX

ACR, 2012: "The Uniqueness Heuristic" with Ayelet Fishbach, Vancouver, BC, Canada

SCP (Int'l), 2012: "The X Number" with Chris Hsee, Florence, Italy

SCP, 2012: "The X Number" with Chris Hsee, Las Vegas, NV

SJDM, 2011: "The Uniqueness Heuristic" with Ayelet Fishbach, Seattle, WA

ACR, 2011: "Making Sense of Nonsense" with Oleg Urminsky, St. Louis, MO

SCP, 2011: "Making Sense of Nonsense" with Oleg Urminsky, Atlanta, GA

ACR, 2010: "Belittling Guesses Can Be Flattering" with Chris Hsee, Jiao Zhang, and Xianchi Dai, Jacksonville, FL

SJDM, 2009: "Belittling Guesses Can Be Flattering" with Chris Hsee, Jiao Zhang, and Xianchi Dai, Boston, MA

HONORS, AWARDS, AND GRANTS

Early Career Scheme, Hong Kong Research Grants Council, 2015-2018

Startup Research Grant, CUHK Business School, 2014-2017

Katherine Dusak Miller Fellowship, Chicago Booth, 2012-2014

Hillel Einhorn Research Award, Chicago Booth, 2011

Travel Award, Judgment and Decision Making Preconference at the Society for Personality and Social Psychology Society (SPSP) Annual Conference, 2011

Dean's Performance Award for Exceptional Service to the Executive MBA Program, Chicago Booth, 2010, 2011, 2012

Oscar Mayer Fellowship, Chicago Booth, 2010

PhD Fellowship, Chicago Booth, 2009-2014

PROFESSIONAL SERVICE

Ad Hoc Journal Reviewer

Journal of Consumer Research

Journal of Marketing Research

Journal of Personality and Social Psychology

Management Science

TEACHING EXPERIENCE

Teacher, CUHK Business School

Marketing Management

Teaching Assistant, Chicago Booth

Marketing Management

Marketing Research

Managerial Decision Making