

# LUXI SHEN

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## EDUCATION

**Doctor of Philosophy (PhD)** in Behavioral Science, 2014  
The University of Chicago Booth School of School  
Chicago IL, U.S.A.

**Master of Business Administration (MBA)**, 2014  
The University of Chicago Booth School of School  
Chicago IL, U.S.A.

**Bachelor of Science (BS)** in Psychology, 2008  
Fudan University  
Shanghai, China

## ACADEMIC POSITIONS

**Associate Professor of Marketing (with tenure)**, 2020–  
CUHK Business School, Chinese University of Hong Kong

**Assistant Professor of Marketing**, 2014–2020  
CUHK Business School, Chinese University of Hong Kong

## RESEARCH INTERESTS

Judgment and Decision Making  
Uncertainty, Risk, and Luck  
Incentive Design  
Pricing Strategy

## PUBLISHED AND FORTHCOMING PAPERS

Shen, Luxi, and Samuel D. Hirshman (forthcoming), "As Wage Increases, Do People Work More or Less? The Wage Frame Effect," *Management Science*.

Shen, Luxi, Christopher K. Hsee, and Joachim H. Talloen (2019), "The Fun and Function of Uncertainty: Uncertain Incentives Reinforce Repetition Decisions," *Journal of Consumer Research*, 46(1), 69–81.

- Honorable Mention, 2020 Ferber Award for the Best Dissertation-Based JCR Article, ACR

Shen, Luxi, and Christopher K. Hsee (2017), "Numerical Nudging: Using an Accelerating Score to Enhance Performance," *Psychological Science*, 28 (8), 1077–86.

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, 1301–15.

- Runner-Up, 2015 Hillel Einhorn New Investigator Award, SJDM

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, 454–67.

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.

- 2011 Student Travel Award, JDM Pre-conference at SPSP

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, 512–21.

Shen, Luxi, Christopher K. Hsee, Jiao Zhang, and Xianchi Dai (2011), "The Art and Science of Guessing," *Emotion*, 11 (6), 1462–68.

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.

## WORKING PAPERS AND ONGOING PROJECTS

Shen, Luxi, "Risk Averse In Prospect, Risk Seeking In Process"

Shen, Luxi, "Consumption Portfolio Management"

Weingarten, Evan, and Luxi Shen, "Belief in Momentum: When People Predict Success to Continue"

Shen, Luxi, Evan Weingarten, Jane L. Risen, and Eugene M. Caruso, "Good Luck Runs Out: Revisiting the Gambler's Fallacy"

## CONFERENCE TALKS

- 2022 Association for Psychological Science, Chicago, IL  
"Consumption Portfolio Management"
- 2022 Society for Consumer Psychology  
"The Real Momentum Effect"
- 2021 Hong Kong JDM Day Event, Hong Kong University of Science and Technology, Hong Kong SAR  
"The Real Momentum Effect"
- 2021 Association for Consumer Research  
"As Wages Increase, Do People Work More or Less? A Wage Frame Effect"
- 2021 Subjective Probability, Utility, and Decision Making, University of Warwick, U.K.  
"As Wages Increase, Do People Work More or Less? A Wage Frame Effect"
- 2019 Society for Judgment and Decision Making, Montréal, Canada  
"As Wages Increase, Do People Work More or Less? A Wage Frame Effect"
- 2019 Subjective Probability, Utility, and Decision Making, Amsterdam, Netherlands  
"Risk Averse In Prospect, Risk Seeking In Process"
- 2019 INFORMS Marketing Science, Rome, Italy  
"Risk Averse In Prospect, Risk Seeking In Process"
- 2018 Society for Judgment and Decision Making, New Orleans, LA  
"Risk Averse In Prospect, Risk Seeking In Process"
- 2018 Society for Judgment and Decision Making, New Orleans, LA  
"Good Luck as a Limited Resource"
- 2018 American Psychological Association, San Francisco, CA  
"The Fun and Function of Uncertainty"
- 2018 Behavioral Decision Research in Management, Harvard University  
"The Luck Celebration Hypothesis"
- 2018 Society for Personality and Social Psychology, Atlanta, GA  
"The Fun and Function of Uncertainty"
- 2017 Society for Judgment and Decision Making, Vancouver, BC, Canada  
"The Fun and Function of Uncertainty"
- 2017 Association for Consumer Research, San Diego, CA  
"Strong Uncertainty Loathing vs. Strong Uncertainty Loving"

- 2017 Association for Consumer Research, San Diego, CA (session chair)  
 “The Fun and Function of Uncertainty”
- 2017 INFORMS Marketing Science, Los Angeles, CA (session chair)  
 “The Fun and Function of Uncertainty”
- 2017 INFORMS Marketing Science, Los Angeles, CA  
 “The Luck Celebration Hypothesis”
- 2017 Society for Consumer Psychology, San Francisco, CA  
 “Strong Uncertainty Loathing vs. Strong Uncertainty Loving”
- 2016 Foundations of Utility and Risk, University of Warwick, U.K.  
 “The Power of Uncertainty”
- 2016 Behavioral Decision Research in Management, University of Toronto, Canada  
 “Strong Uncertainty Loathing vs. Strong Uncertainty Loving”
- 2016 Association for Psychological Science, Chicago, IL (session chair)  
 “Strong Uncertainty Loathing vs. Strong Uncertainty Loving”
- 2015 Association for Consumer Research, New Orleans, LA  
 “The Power of Uncertainty”
- 2015 Society for Consumer Psychology International, Vienna, Austria  
 “The Power of Uncertainty”
- 2015 Society for Consumer Psychology International, Vienna, Austria  
 “The Uniqueness Heuristic”
- 2014 Society for Judgment and Decision Making, Long Beach, CA  
 “The Power of Uncertainty”
- 2014 Association for Consumer Research, Baltimore, MD  
 “The Motivating-Uncertainty Effect”
- 2014 Behavioral Decision Research in Management, London Business School, U.K.  
 “The Power of Uncertainty”
- 2013 Society for Consumer Psychology, San Antonio, TX (session chair)  
 “The Uniqueness Heuristic”
- 2012 Association for Consumer Research, Vancouver, BC, Canada (session chair)  
 “The Uniqueness Heuristic”
- 2012 Society for Consumer Psychology International, Florence, Italy  
 “The X Number”
- 2012 Society for Consumer Psychology, Las Vegas, NV  
 “The X Number”
- 2011 Society for Judgment and Decision Making, Seattle, WA  
 “The Uniqueness Heuristic”
- 2011 Association for Consumer Research, St. Louis, MO  
 “Making Sense of Nonsense”
- 2011 Society for Consumer Psychology, Atlanta, GA  
 “Making Sense of Nonsense”
- 2010 Association for Consumer Research, Jacksonville, FL  
 “Belittling Guesses Can Be Flattering”
- 2009 Society for Judgment and Decision Making, Boston, MA  
 “Belittling Guesses Can Be Flattering”

## SEMINAR TALKS

Carnegie Mellon University, Center for Behavioral Decision Research, 2018  
Chinese University of Hong Kong, Marketing Group, 2013  
Chinese University of Hong Kong, Business Administration Faculty, 2016, 2019  
Cornell University, Marketing Group, 2013  
Erasmus University, Rotterdam School of Management and Erasmus School of Economics, 2018  
Hong Kong Polytechnic University, Marketing Group, 2016  
INSEAD, Marketing Group, 2019  
Island Seminar (INSEAD, National University of Singapore, Singapore Management School, and Nanyang Business School), Consumer Behavioral Group, 2021  
McGill University, Desautels Faculty of Management, 2018  
Stanford University, Marketing Group, 2017  
Tilburg University, Marketing Group, 2018  
University of California - Riverside, Marketing Group, 2013  
University of California - San Diego, Marketing Group, 2017  
University of Chicago, Booth Alumni Insight, 2017  
University of Iowa, Marketing Group, 2013  
University of Oregon, Marketing Group, 2013  
University of Toronto, Marketing Group, 2013

## AWARDS AND HONORS

- **Ferber Award (for the Dissertation-Based Article in the Journal of Consumer Research) Honorable Mention**, Association for Consumer Research, 2020
- **MSI's Young Scholar**, Marketing Science Institute, 2019
- **Faculty Teaching Merit Award**, CUHK Business School, 2015/16, 2016/17, 2017/18
- **Dean's Nomination of University Education Award**, CUHK Business School, 2016
- **Hillel Einhorn New Investigator Award Runner-Up**, Society for Judgement and Decision Making, 2015
- **Katherine Dusak Miller Fellowship**, University of Chicago, 2012–2014
- **Hillel Einhorn Research Award**, University of Chicago, 2011
- **Dean's Performance Award for Exceptional Service to the Executive MBA Program**, Chicago Booth, 2010, 2011, 2012
- **Student Travel Award**, Judgment and Decision-Making Preconference at Society for Personality and Social Psychology, 2011
- **Oscar Mayer Fellowship**, University of Chicago, 2010

## RESEARCH GRANTS

### **General Research Fund**, Hong Kong Research Grants Council

Principal Investigator, GRF 14501317, 2017–2021	HK\$ 1,216,088
Principal Investigator, ESC 24501215, 2015–2018	HK\$ 952,073

### **Small Research Grants**, CUHK Business School and CUHK

Impact Research Grant, 2019–2021	HK\$ 200,000
Startup Grant, 2014–2017	HK\$ 220,000

## TEACHING EXPERIENCE

### **Marketing Management**, CUHK Business School

- Course offered in English
- MBA, core course, 2022
- IBBA, core course, 2015–2019, 2021
- Faculty Teaching Merit Award, CUHK Business School, 2015/16, 2016/17, 2017/18
- Dean's Nomination for University Education Award, CUHK Business School, 2016

### **Strategic Marketing**, CUHK Business School, 2019–2020, 2022

- Course offered in English
- IBBA, core course

### **Special Topics in Marketing: Business Negotiation**, CUHK Business School, 2022

- Course offered in English
- MSc, elective course

**Marketing Management** (teaching assistant), Chicago Booth, EMBA, 2014

**Marketing Research** (teaching assistant), Chicago Booth, MBA, 2012

**Managerial Decision Making** (teaching assistant), Chicago Booth, EMBA and MBA, 2010–2014

**Negotiation** (teaching assistant), Chicago Booth, EMBA and executive programs, 2010–2013

## PROFESSIONAL SERVICE

### *To People*

Yunqing Chen, Doctoral Dissertation Committee, CUHK Business School, 2021  
Feifei Huang, Doctoral Dissertation Committee, CUHK Business School, 2018  
Siria (Xiyueyao) Luo, Master Thesis Committee, CUHK Business School, 2018

### *To the Field*

- **Journal**, Ad Hoc Reviewer
  - International Journal of Research in Marketing
  - Journal of Behavioral Decision Making
  - Journal of Consumer Psychology
  - Journal of Consumer Research
  - Journal of Experimental Psychology: General
  - Journal of Experimental Social Psychology
  - Journal of Marketing Research
  - Journal of Personality and Social Psychology
  - Journal of Public Policy and Marketing
  - Management Science
  - Organizational Behavior and Human Decision Processes
  - Personality and Social Psychology Bulletin
- **Conference**, Committee Member
  - Behavioral Decision Research in Management, 2016
- **Conference**, Program Reviewer
  - Association for Consumer Research, 2010–
  - Society for Judgment and Decision Making, 2018–
  - Society for Consumer Psychology, 2021–
  - Subjective Probability, Utility, and Decision Making, 2021–
- **Award and Grant**, Chair
  - Jane Beattie Award, Society for Judgment and Decision Making, 2019
- **Award and Grant**, Committee Member
  - Jane Beattie Award, Society for Judgment and Decision Making, 2018–2022
- **Award and Grant**, Ad Hoc Reviewer
  - Alden G. Clayton Doctoral Dissertation Proposal Award, Marketing Science Institute
  - Graduate Student Travel Awards, Society for Personality and Social Psychology

### *To the School*

- Executive Committee Member, Center for Consumer Insights, CUHK Business School, 2019–
- Marketing Concentration Director, Integrated BBA Program, CUHK Business School, 2020–
- Committee Member, PhD Program Committee, Department of Marketing, 2020–
- Committee Member, Business Administration Faculty Sub-committee of Survey and Behavioral Research Ethics, CUHK, 2021–