

Joshua Lewis

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Academic Positions

Stern School of Business, New York University

Assistant Professor of Marketing

July 2020 – present

Education

The Wharton School, University of Pennsylvania

Ph.D. Operations, Information, and Decisions

Dissertation Title: The Psychology of Improvements

Dissertation Committee: Joseph Simmons (advisor), Deborah Small, Alice Moon

University of Warwick

First Class BSc (Hons) in Economics

Research Interests

Consumer Behavior; Consumer Judgment Under Uncertainty; Global Catastrophic Risk

Publications (most recent first)

Moore, Alexander, **Joshua Lewis**, Emma E. Levine, and Maurice E. Schweitzer, “Trusting Kind Friends and Fair Leaders: How Relational Hierarchy Affects the Antecedents of Trust,” forthcoming at *Organizational Behavior and Human Decision Processes*.

Lewis, Joshua, Daniel Feiler, and Ron Adner, “The Worst-First Heuristic: The Psychology of Managing Conjunctive Risk,” *Management Science*, 69(3), 1575-1596.

Lewis, Joshua and Joseph P. Simmons (2020), “Prospective Outcome Bias: Incurring (Unnecessary) Costs to Achieve Outcomes That Are Already Likely,” *Journal of Experimental Psychology: General*, 149(5), 870–888.

- **Winner, Hillel-Einhorn New Investigator Award, 2019**

Lewis, Joshua, Celia Gaertig, and Joseph P. Simmons (2019), “Extremeness Aversion Is a Cause of Anchoring,” *Psychological Science*, 30(2), 159–173.

Papers in Publication Process (most recent first)

Klusowski, Joowon and **Joshua Lewis**, “Relative Increases Appear Larger in Percentage Terms.” Invited for revision at *Management Science*.

Lewis, Joshua and Deborah Small, “Hitting the Target but Missing the Point: How Donors Use Impact Information.” Invited for revision at *Journal of Consumer Research*.

Working Papers (alphabetical order)

Gao, Randy, **Joshua Lewis**, and Lucius Caviola, “The Hedging Paradox: When Reducing Risk Feels Risky.”

Green, Etan A. and **Joshua Lewis**, “The Forgone-Option Fallacy.”

Lewis, Joshua, “Improvement Theory: How Affect Heuristic Causes Margin Neglect, Gain-Seeking, and Increasing Sensitivity to Gains.”

Lewis, Joshua, Alex Rees-Jones, Uri Simonsohn, and Joseph P. Simmons, “Diminishing Sensitivity to Outcomes: What Prospect Theory Gets Wrong About Diminishing Sensitivity to Price.”

Lewis, Joshua, Carter Allen, Christoph Winter, and Lucius Caviola, “Unilateral Actions Arise from Failures of Reasoning.”

Lewis, Joshua, Carter Allen, Johanna Salu, Erin Morrissey, and Lucius Caviola, “Predictability Bias: Neglecting Consequences of Significant but Unpredictable Value.”

Lewis, Joshua, Shalena Srna, Erin Morrissey, Matti Wilks, Christoph Winter, and Lucius Caviola, “The Collective-Action Bias: Misjudgment Exacerbates Collective-Action Problems.”

Mehr, Katie and **Joshua Lewis**, “How Perceived Diagnosticity Affects Consumers’ Response to Rater Disagreement.”

Segal, Shoshana and **Joshua Lewis**, “Prosocial Bundling: Integrating Charity Donations Increases Risk Tolerance in Giving.”

Selected Research in Progress (alphabetical order)

Gao, Randy, **Joshua Lewis**, and Minah Jung, “Free Is Not So Special: When Small Prices Work Better Than Free.”

Lewis, Joshua, “Improvement Theory: How Affect Heuristic Causes Margin Neglect, Gain-Seeking, and Increasing Sensitivity to Gains.”

- **Winner, Franco Nicosia Best Paper Award at the 2020 Virtual ACR Conference**

Lewis, Joshua and Joseph P. Simmons, “Anchors Alter the *Direction* of Adjustment – Not Just the Magnitude.” [Click for video.](#)

Neto, Maria Leonor, Joshua Lewis, Christoph Winter, and Lucius Caviola, “Low Probability, Low Credibility.”

Yoon, Heeyoung, **Joshua Lewis**, and Minah Jung, “Context Effect in Accept and Reject.”

Presentations (including only presentations that I delivered/will deliver)

Invited Presentations

UT Austin, McCombs School of Business, (April 2024)

Columbia University, Columbia Business School, Four School, (April 2023)

University of Pennsylvania, Wharton School, (February 2023)

Temple University, (October 2022)

Washington University, Olin School of Business, St. Louis (February 2022)

Cornell University, (February 2022)

Data Colada Seminar ([video](#))

Erasmus University, Rotterdam School of Management (November 2019)

Northwestern University, Kellogg School of Management, (November 2019)

Harvard University, Harvard Business School, (October 2019)

Yale University, Yale School of Management (October 2019)

New York University, Stern School of Business (October 2019)

University of Toronto, Rotman School of Management (October 2019)

University of California, Berkeley, Haas School of Business (September 2019)

University of Southern California, Marshall School of Business (September 2019)

London Business School (September 2019)

Conference presentations

2024

Winter JDM Symposium

2023

Association for Consumer Research

Summer JDM Symposium

Global Priorities Conference, Oxford University

2020

Association for Consumer Research, Virtual (Best Paper Award winner)

Society of Judgment & Decision Making, Virtual

2019

Society of Judgment & Decision Making, Einhorn Award Talk, Montreal, Québec, Canada

Society for Consumer Psychology, Savannah, GA

2018

Society for Judgment & Decision Making, New Orleans, LA

Association for Consumer Research, Dallas, TX (*two presentations*)
Behavioral Decision Research in Management Conference, Boston, MA
Society for Consumer Psychology, Dallas, TX (*two presentations*)
Whitebox Advisors Doctoral Student Conference, Yale, NH

2017

Society for Judgment & Decision Making, Vancouver, British Columbia, Canada

Honors and Grants

\$45,000 Grant from the The Centre for Effective Altruism, 2021
The Franco Nicosia Best Paper Award, Association for Consumer Research, 2020
Hillel-Einhorn New Investigator Award, Society for Judgment & Decision Making, 2019

Professional Service

Reviewer for:

Cognition

Journal of Consumer Research

Journal of Experimental Psychology: General

Journal of Experimental Social Psychology

Journal of Marketing Research

Management Science

Marketing Science

Organizational Behavioral and Human Decision Processes

Psychological Review

Psychological Science

Social Psychological and Personality Science

Teaching

Introduction to Marketing, Undergraduate Students, NYU Stern 2020 – present

Selected Experience Prior to PhD

Warwick Policy Lab 2014 – 2015
Researcher

Henderson Global Investors 2011 – 2014
Fixed Income Analyst

Professional Affiliations

Association for Consumer Research; Society for Consumer Psychology; Society for Judgment & Decision Making