

**David Faro**  
Curriculum Vitae

London Business School  
Sussex Place, Regent's Park  
London NW1 4SA United Kingdom

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**ACADEMIC EMPLOYMENT**

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2013 – Present: ***London Business School, London, UK***  
Associate Professor of Marketing (with Tenure)

2006 – 2013: ***London Business School, London, UK***  
Assistant Professor of Marketing

**OTHER EMPLOYMENT**

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1994 – 2000: ***Termo Teknik, Istanbul, Turkey***  
Assistant General Manager, Marketing

**EDUCATION**

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***Graduate School of Business, University of Chicago, Chicago, Illinois***  
Ph.D. in Marketing, 2006 (Minors: Behavioral Science and Statistics)  
Dissertation Advisors: Ann L. McGill and Reid Hastie

***London School of Economics and Political Science (LSE), London, UK***  
MSc. in Organizational Social Psychology (with Distinction), 2001

***School of Management, Boston University, Boston, Massachusetts***  
B.S. in Management, 1994 (Minor: Economics)

**ACADEMIC HONORS AND AWARDS**

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London Business School Term Chair, 2016 – 2017  
MSI Young Scholar, 2013  
Robert Ferber Award, Honorable Mention, 2011  
London Business School RAMD Research Funding, 2006-2020  
AMA-Sheth Doctoral Consortium Fellow, 2005  
ACR Doctoral Consortium Fellow, 2003  
Haring Symposium Fellow, 2003  
Summer Research Grant, Graduate School of Business, University of Chicago, 2001  
Research Fellowship, Graduate School of Business, University of Chicago, 2001-2006

## RESEARCH

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### Academic Publications

Schanbacher, Anja, David Faro, and Simona Botti (2023), "A Joint Account with my Future Self: Self-Continuity Facilitates Adjustment of Present Spending to Future Income Changes," *Journal of Consumer Psychology*.

Selin Goksel, David Faro, and Stefano Puntoni (2022) "Psychological Causes of Medical Signs Decrease Perceived Severity, Support for Care, and Donations," *Journal of the Association for Consumer Research*.

Schanbacher, Anja, Nazli Gurdamar Okutur, and David Faro (2021), "It's No Longer 'Me': Low Past-Self-Continuity Reduces the Sunk-Cost Bias," *Journal of Experimental Social Psychology*, 95(1), 104146.

Gu, Yangjie, Simona Botti, and David Faro (2018), "Seeking and Avoiding Choice Closure to Enhance Outcome Satisfaction," *Journal of Consumer Research*, 45(4), 792-809

Ilyuk, Veronika, Lauren Block, and David Faro (2014), "Is It Still Working? Task Difficulty Promotes a Rapid Wear-Off Bias in Judgments of Pharmacological Products," *Journal of Consumer Research*, 41, 775-793.

Faro, David, Ann L. McGill, and Reid Hastie (2013), "The Influence of Perceived Causation on Judgments of Time: An Integrative Review and Implications for Decision-Making," *Frontiers in Cognitive Science*, 4, 1-8.

\*\*\* Gu, Yangjie, Simona Botti, and David Faro (2013), "Turning the Page: The Impact of Choice Closure on Satisfaction," *Journal of Consumer Research*, 40(2), 268-283.

#### **Robert Ferber Award, 2014**

\*\*\* Burson, Katherine, David Faro, and Yuval Rottenstreich (2013), "Multiple-Unit Holdings Yield Attenuated Endowment Effects," *Management Science*, 59(3), 545-555.

\*\*\* Smith, Robert, David Faro, and Katherine Burson (2013), "More for the Many: The Influence of Entitativity on Charitable Giving," *Journal of Consumer Research*, 39(5), 961-976.

\*\*\* Burson, Katherine, David Faro, and Yuval Rottenstreich (2010), "ABC's of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating," *Organizational Behavior and Human Decision Processes*, 113, 1-12. **Lead article**

\*\*\* Faro, David (2010), "Changing the Future by Reshaping the Past: The Influence of Causal Beliefs on Estimates of Time to Onset," *Journal of Consumer Research*, 37(2), 279-291.

#### **Robert Ferber Award, Honorable Mention, 2011**

\*\*\* Faro, David, Ann L. McGill, and Reid Hastie (2010), "Naïve Theories of Causal Force and Compression of Elapsed Time Judgments," *Journal of Personality and Social Psychology*, 98(5), 683-701. **Lead article**

\*\*\* Faro, David and Yuval Rottenstreich (2006), "Affect, Empathy and Regressive Mispredictions of Others' Preferences under Risk," *Management Science*, 52(4), 529-541.

\*\*\* Faro, David, France Leclerc, and Reid Hastie (2005), "Perceived Causality as a Cue to Temporal Distance," *Psychological Science*, 16(9), 673-677.

## **Papers under review and work in progress**

Tetik, Ozlem, David Faro, Monika Heller, and Simona Botti, “Drug Repurposing, Illness Severity, and Consumers’ Expectations of Side Effects”

Faro, David and Ozlem Tetik “Temporal Frames of Environmental Threats”

Faro, David, Monika Heller, and Caglar Irmak, “Merely Available: Products May Be Effective without Actual Consumption”

Gurdamar-Okutur, Nazli and David Faro, “Organizational Accountability Systems and Managerial Risk-Taking”

Faro, David, Ozlem Tetik, Steven Shu, Hal Hershfield, and Shlomo Benartzi, “Temporal Frames of Life Expectancy”

Meiying Wang, Jonathan Z. Berman, David Faro, “Divergent Impact of Missed Opportunities”

Schanbacher, Anja, David Faro, Simona Botti, and Shlomo Benartzi, “The Psychological Impact of Annuities: Pension Payout Choice Can Influence Health Behavior”

## **Other Publications**

Faro, David (2022) “Why Mental Health is not all in the Mind”, (*think @ London Business School*).

Faro, David and Redis Zaliauskas (2019), “Banking on Behavioural Economics,” (*think @ London Business School*).

Faro, David (2016), “Donald Trump's Election: A Behavioural Science Perspective,” (*London Business School Review*).

## **Presentations at Academic Conferences**

“Temporal Frames of Environmental Threats”

*Society for Judgment and Decision Making*, San Francisco, November 2023

“Organizational Accountability Systems and Managerial Risk-Taking”

*Society for Judgment and Decision Making*, San Diego, November 2022

“Psychological Illnesses and Perceived Severity of Symptoms”

*Association for Consumer Research*, Paris, October 2020

“Drug Repurposing, Illness Severity, and Consumers’ Expectations of Side Effects”

*Association for Consumer Research*, Atlanta, October 2019

“Outcome Bias, Risk Taking and Gender”

Coller Conference on Behavioral Economics, Tel Aviv, June 2019

“Merely Available: Products May Be Effective without Actual Consumption”

*Society for Judgment and Decision Making*, Seattle, November 2011

“Merely Available: Products May Be Effective without Actual Consumption”  
*Southern Ontario Behavioural Decision Research Conference, Toronto, May 2011*

“Merely Available: Products May Be Effective without Actual Consumption”  
*Association for Consumer Research, Jacksonville, October 2010*

The Influence of Causal Beliefs on Estimates of Time to Onset”  
*Association for Consumer Research, Pittsburgh, October 2009*  
“Providing Multiple Units of a Good Attenuates the Endowment Effect”  
*Association for Consumer Research, Pittsburgh, October 2009*

“Providing Multiple Units of a Good Eliminates the Endowment Effect”  
*Subjective Probability, Utility, and Decision Making, Rovereto, 2009*

“ABC’s of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating”  
*Subjective Probability, Utility, and Decision Making, Rovereto, 2009*

“Providing Multiple Units of a Good Eliminates the Endowment Effect”  
*Society for Judgment and Decision Making, Chicago, November 2008*

“Providing Multiple Units of a Good Eliminates the Endowment Effect”  
*Behavioral Decision Research in Management Conference, San Diego, May 2008*

“Providing Multiple Units of a Good Eliminates the Endowment Effect”  
*Society for Consumer Psychology, New Orleans, February 2008*

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”  
*Association for Consumer Research, Memphis, October 2007*

“Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”  
*EMAC, Reykjavik, May 2007*

“Consumers’ Stereotypes in the Presence of Others”  
*Association for Consumer Research, Orlando, October 2006*

“Causal Models and Judgment of Elapsed Time”  
*Association for Consumer Research, Orlando, October 2006*

“Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”  
*Behavioral Decision Research in Management Conference, Santa Monica, May 2006*

“Perceived Causality as a Cue to Temporal Distance”  
*Society for Judgment and Decision Making, Toronto, November 2005*

“Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”  
*Association for Consumer Research, San Antonio, October 2005*

“The Mere Presence of Others and Variety Seeking”  
*Society for Consumer Psychology, St. Petersburg, February 2005*

“Affect, Empathy and Regressive Mispredictions of Others’ Preferences under Risk”  
*Society for Judgment and Decision Making, Minneapolis, November 2004*

“Perceived Causality as a Cue to Temporal Distance”  
*Association for Consumer Research*, Portland, October 2004

“Affect, Empathy and Regressive Mispredictions of Others’ Preferences under Risk”  
*Association for Consumer Research*, Portland, October 2004

“Perceived Causality as a Cue to Temporal Distance”  
*Trans-Atlantic Doctoral Conference*, London Business School, May 2004

### **Presentations at Academic Institutions**

ESSEC - 2022  
HEC Paris - 2022  
University of Toronto - 2021  
University of Warwick - 2021  
INSEAD / NUS / SMU - Island Seminar Series, Singapore - 2020  
London Business School - 2020  
European School of Management and Technology - 2020  
Bogazici University - 2019  
Koc University - 2019  
University of Cambridge - 2019  
Tel Aviv University - 2019  
Tel Aviv University - 2018  
Tilburg University - 2013  
University of California, San Diego – 2012  
HEC Paris - 2012  
University of Cologne - 2011  
University of Colorado, Boulder - 2010  
Lancaster University - 2009  
University of Michigan - 2009  
University College London - 2009  
European School of Management and Technology - 2008  
Hebrew University (School of Education) - 2006  
Koc University - 2006  
Bilkent University - 2006  
Erasmus University - 2006  
University of California, LA - 2006  
Cornell University - 2006  
London Business School - 2006  
New York University - 2006  
Yale University - 2006  
Northwestern University (Department of Psychology) - 2005

### **TEACHING**

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#### **Degree Programmes:**

Behavioural Economics and Decision Making  
Crisis Leadership and Human Behaviour  
Marketing Core (Full Time MBA) (2006-2017)  
Global Business Experiences, Istanbul (2013-2015)

**Executive Education:**

Samsung – Customer Centricity – A Behavioural Approach -2022  
Electrolux – Behavioural Approach to Decision Making - 2022  
Dartmouth Partners – Behavioural Approach to Decision Making - 2021  
Google – Behavioural Approach to Decision Making - 2021  
Renault – Behavioural Approach to Decision Making - 2021  
The Saudi Industrial Development Fund (SIDF) – 2020, 2022  
Crisis Leadership and Human Behaviour (Co-Director)  
Strategic Branding: From Behavioural Insights to Business Growth (Co-Director)  
Decision Making Strategies for Leaders (Co-Director)  
Emerging Leaders Programme (2011)  
ExxonMobil Graduate Development Programme (2008-2010)

**Ph.D. Seminars:**

Consumer Behaviour  
Design and Analysis of Experiments  
Judgment and Decision Making  
Marketing Proseminar  
Social Perception Research

**PROFESSIONAL ACTIVITIES – INTERNAL (London Business School)**

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Ph.D. Advisor

Ozlem Tetik (MKG)  
Meiying Wang (MKG)  
Yangjie Gu (MKG) - with Simona Botti  
Anja Schanbacher (MKG) - with Simona Botti  
Olivia Kim (MKG) - with Simona Botti

Ph.D. Committee Member and Examiner

Anurag Gupta (OB)  
Yang Zhao (OB)  
Julia Langdon (OB)  
Garrett Brady (OB)  
Deniz Lefkeli (Koc)  
Selin Goksel (MKT)  
Judy Qiu (OB)  
Soo Baik (OB)  
Hemant Kakkar (OB)  
Raghabendra KC (Cambridge)  
Chi Hoang (BI – Norway)  
Noah Van Bergen (Miami)  
Joe Gladstone (Cambridge)  
Wiley Wakeman (OB)  
Samuel Franssens (Leuven)  
Margaret Lee (OB)  
Shruti Bhutada (OB)  
Kawon Kim (OB)

Ramya Ranganathan (OB)  
Rellie Rozin-Derfler (OB)  
Martin Schweinsberg (OB)  
Yveta Simonyan (MKG)  
Jennifer Carson (OB)  
Sun Young Lee (OB)  
Gang Zhang (OB)

#### Administrative Roles, Committees, and Projects

Steering Committee - ThinkMarketing @ LondonBusinessSchool (2022)  
Ph.D. Coordinator, Marketing Subject Area (2021- present)  
Open-Enrollment Programmes Advisory Group (2020)  
LBS Experiences and Data Project (2020)  
Hybrid School Working Group (2020)  
Teaching & Learning Strategy Workshop (2020)  
Faculty Review Group - Feedback on Assessments (2019-2020)  
Sub-Committee of Appointments Committee (2018-2019)  
Behavioural Lab Advisory Committee (2016-2017)  
PhD Programme Final Review Group (2014)  
Assessment Policy Committee (2013-2015)  
Faculty Advisor, LBS Alumni Segmentation Project  
MBA Programme Review Implementation Group (2011)  
Curriculum Committee, Marketing (2009-2014)  
School Survey Implementation Group (2010)  
Ph.D. Programme Coordinator, Marketing (with Rajesh Chandy, 2008)  
Behavioural Research Lab Ethics Committee (2008-2009)  
Recruiting Committee member (2006, 2009, 2012)  
Organizer, London Business School Marketing Seminar Series (2006-2007, 2014)

#### **PROFESSIONAL ACTIVITIES - EXTERNAL**

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Associate Editor, *Journal of Consumer Psychology*, Research Reports (2021 – present)  
Best Paper Awards Committee Member – *Society of Consumer Psychology* (2021)  
Occasional Paper Reviewer – UK Financial Conduct Authority (2020)  
Program Committee Member, *Association for Consumer Research*, 2008, 2011, 2012, 2013, 2019, 2020, 2021  
Co-chair, *Behavioral Decision Research in Management (BDRM)* Conference, 2014  
Faculty Member, Doctoral Symposium, *Association for Consumer Research – Europe*, 2007  
Member, American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making, Behavioral-Finance Forum.

#### Ad-hoc reviewer

*Consciousness and Cognition*  
*Current Directions in Psychological Science*  
*International Journal of Research in Marketing*  
*Journal of Behavioural Decision-Making*  
*Journal of Consumer Research*  
*Journal of Economic Psychology*  
*Journal of Experimental Social Psychology*

*Journal of Marketing Research*  
*Journal of Marketing*  
*Journal of Personality and Social Psychology*  
*Management Science*  
*Organizational Behavior and Human Decision Processes*  
*Psychological Science*

## **INDUSTRY ENGAGEMENTS AND PRESENTATIONS**

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HSBC (2019 - 2022)  
Digital Nudging Tech (2021-2022)  
Swedish Trade Federation (2020)  
LinkedIn (2019)  
Banca Transilvania (2019)  
Lloyds Banking Group (2018-2019)  
Presidents Institute, Denmark (2018)  
Tata Management Training Centre (2016)  
Academic Advisory Board, Idomoo Personalized Videos (2013)  
Academic Advisory Board, Digital Interventions to Drive Behavioural Change (2013)  
Klimatechniki, Greece (2000) - Consultant, Export Sales  
Termo Teknik, Turkey (1994-2000) - Assistant General Manager, Marketing