

David Faro
Curriculum Vitae

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

Tel: + 44 (0) 20 7000 8632
Fax: + 44 (0) 20 7000 8601
E-mail: dfaro@london.edu

ACADEMIC EMPLOYMENT

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

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

EDUCATION

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

Best Competitive Paper, Association for Consumer Research, 2024
London Business School Term Chair, 2016 – 2017
MSI Young Scholar, 2013
Robert Ferber Award, Honorable Mention, 2011
London Business School RAMD Research Funding, 2006-2024
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

Academic Publications

Tetik, Ozlem and David Faro (2026), "The Final Countdown: Temporal Frames of Environmental Threats," conditionally accepted, *Journal of Consumer Research*

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*, 34 (2), 264-280.

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*, 7 (2), 164-174.

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

Faro, David, Ozlem Tetik, Shlomo Benartzi, Hal Hershfield and Steven Shu, "Temporal Frames of Life Expectancy and Healthspan" (R&R, *Journal of Consumer Research*)

Meiying Wang, Jonathan Z. Berman, David Faro, "Divergent Impact of Missed Opportunities" (under review, *Journal of Consumer Research*)

Tetik, Ozlem, David Faro, Monika Heller, and Simona Botti, "Perceived Illness Seriousness and Experience of Side Effects Severity"

Gurdamar-Okutur, Nazli, David Faro, Sunny Lee "Organizational Accountability Systems and Managerial Risk-Taking"

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 Life Expectancy"
EMAC Special Interest Group - Consumer Behaviour, October 2025 (online)

"Temporal Frames of Life Expectancy"
Association for Consumer Research, Paris, October 2025

"Temporal Frames of Life Expectancy"
La Londe Conference, Porquerolles, June 2025

"Temporal Frames of Life Expectancy"
Society for Judgment and Decision Making, New York City, November 2024

"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

IE University, Madrid - 2026
Katholieke Universiteit Leuven - 2026
Toulouse School of Management - 2026
Bilkent University - 2025
Indian School of Business - 2025
King’s College London - 2025
Frankfurt School - 2025
Imperial College - 2024
City University of New York, Baruch College - 2024
Tel Aviv University - 2024
ESSEC - 2022
HEC Paris - 2022
University of Toronto - 2021 (online)
University of Warwick - 2021 (online)
INSEAD / NUS / SMU - Island Seminar Series, Singapore – 2020 (online)
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

Degree Programmes:

Behavioural Economics in Action
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)

Ph.D. Advisor

Ozlem Tetik (MKG)
Meiyang Wang (MKG) – with Jonathan Berman
Yangjie Gu (MKG) - with Simona Botti
Anja Schanbacher (MKG) - with Simona Botti
Olivia Kim (MKG) - with Simona Botti

Ph.D. Committee Member and Examiner

Mithilesh Shah (MKT)
Sinan He (Bayes)
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)
Raghavendra 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

Working Group - Course Evaluation Forms (2024)
Steering Committee - ThinkMarketing@LondonBusinessSchool (2022-present)
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

Co-chair – LaLonde Conference, 2027
Co-chair for the Early Career Workshop for ACR 2026.
Associate Editor, *Journal of Consumer Psychology*, Research Reports (2021 – 2024)
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, 2025
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
Psychological Bulletin

INDUSTRY ENGAGEMENTS AND PRESENTATIONS

World Bank and Polish Agency for Enterprise Development (2025 - present)
Swedish Trade Federation (2020, 2022, 2024)
HSBC (2019 - 2022)
Digital Nudging Tech (2021-2022)
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