

# Stephanie Y. Chen

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## ACADEMIC APPOINTMENTS

Assistant Professor of Marketing, London Business School, 2018 – present  
Postdoctoral Fellow, University of Chicago Booth School of Business, 2014 – 2018

## EDUCATION

Ph.D., Cognitive Psychology, New York University, 2014 (M.S. in 2012)  
A.B., Psychology, Princeton University, 2006 (with distinction, summa cum laude)

## PUBLICATIONS

- Chen, S.Y., & Urminsky, O. (2022). What's left of me? The role of self-continuity in decision making and judgments about identity persistence. In Tobia, K. (Ed.) *Advances in Experimental Philosophy of Identity and the Sel.* (pp. 71 -85). Bloomsbury.
- Molouki, S., Chen, S.Y., Urminsky, O. & Bartels, D.M. (2020). How personal theories of the self shape beliefs about identity continuity. In Lambert, E. & J. Schwenkler (Eds.) *Becoming Someone New: Essays on Transformative Experience, Choice, and Change* (pp 52-73). Oxford, England: Oxford University Press.
- Chen, S.Y., & Urminsky, O. (2019). The role of causal beliefs in political identity and voting. *Cognition*, 188, 27-38.
- Chen, S.Y. (2019). Causal beliefs in the self-concept and identity-based consumption. In Reed II, A. & M. Forehand (Eds.) *Handbook of Research on Identity Theory in Marketing* (pp. 298-312). Northampton, MA: Edward Elgar.
- Chen, S.Y., Urminsky, O., & Bartels, D.M. (2016). Beliefs about the causal structure of the self-concept determine which changes disrupt personal identity. *Psychological Science*, 27, 1398-1406.
- Chen, S.Y., Ross, B.H., & Murphy, G.L. (2016). Eyetracking reveals multiple-category use in induction. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 42, 1050-1067.
- Chen, S.Y., Ross, B.H., & Murphy, G.L. (2014). Decision making under uncertain categorization. *Frontiers in Psychology: Special Issue on Common Mechanisms in Memory, Reasoning, and Categorization*, 5, 991. doi: 10.3389/fpsyg.2014.00991
- Chen, S.Y., Ross, B.H., & Murphy, G.L. (2014). Implicit and explicit processes in category-based induction: Is induction best when we don't think? *Journal of Experimental Psychology: General*, 143, 227-246.
- Murphy, G.L., Chen, S.Y., & Ross, B.H. (2012). Reasoning with uncertain categories. *Thinking & Reasoning*, 18, 81-117.

## WORKING MANUSCRIPTS

- “We do what we are: Representation of the self-concept and identity-based choice” (invited for 3<sup>rd</sup> round review at *Journal of Consumer Research*) with Oleg Urminsky and Jiaqi Yu.
- “Use of diverse evidence in predictions of preference” with Rachel Meng and Daniel Bartels.

“Not all (brand) changes are made equal: Understanding which changes impact brand loyalty” with Oleg Urminsky.

“Consumers prefer complex algorithms” with Zarema Khon, Samuel Johnson, and Haiming Hang.

### **PEER-REVIEWED CONFERENCE PAPERS**

Chen, S.Y. (2018). The Complexity of Consumer Identity: How Consumer Choices and Outcomes are Driven by the Dynamic and Multi-Faceted Self. In Gershoff, A., Kozinets, R., & White, T. (Eds.) *Advances in Consumer Research Volume 46* (pp 237-241).

Chen, S.Y. & Urminsky, O. (2018). Representations of the self-concept and identity-based choice. In Kalish, C., Rau, M., Zhu, J., & Rogers, T. (Eds.), *Proceedings of the 40th Annual Meeting of the Cognitive Science Society*. (pp 208-213). Austin, TX: Cognitive Science Society.

Chen, S.Y., Bartels, D.M., & Urminsky, O. (2016). Is the self-concept like other concepts? The causal structure of identity. In Papafradou, A., Grodner, D., Mirman, D., & Trueswell, J. (Eds.), *Proceedings of the 38th Annual Meeting of the Cognitive Science Society*. (pp 1727-1732). Austin, TX: Cognitive Science Society.

Meng, R., Chen, S.Y., & Bartels, D.M. (2015). Reasoning about diverse evidence in preference predictions. In Noelle, D. C., Dale, R., Warlaumont, A. S., Yoshimi, J., Matlock, T., Jennings, C. D., & Maglio, P. P. (Eds.), *Proceedings of the 37th Annual Meeting of the Cognitive Science Society*. (pp 1577-1582). Austin, TX: Cognitive Science Society.

Chen, S.Y., Ross, B.H., & Murphy, G.L. (2013). Eyetracking as an implicit measure of category-based induction. In M. Knauff, M. Pauen, N. Sebanz, & I. Wachsmuth (Eds.), *Proceedings of the 35th Annual Conference of the Cognitive Science Society*. (pp 316-321). Austin, TX: Cognitive Science Society.

### **CONFERENCE/SYMPOSIUM ORGANIZATION**

Chen, S.Y. (2018). “The Complexity of Consumer Identity: How Consumer Choices and Outcomes are Driven by the Dynamic and Multi-Faceted Self.” *Association for Consumer Research*, Dallas, TX.

Bartels, D.M., Urminsky, O., & Chen, S.Y. (2015). “Interdisciplinary Conference on Personal Identity and Decision Making,” Chicago, IL.

### **INVITED SEMINARS**

NYU Stern School of Business, JDM PhD seminar (March 2023)

Erasmus, Rotterdam School of Management (November 2022)

UCLA, Anderson School of Management (June 2022)

INSEAD (May 2021)

NYU Stern School of Business (April 2021)

University of Warwick (March 2021)

Washington University, Olin Business School (December 2020)

NYU Stern School of Business, JDM PhD seminar (October 2020)

Bath School of Management, Behavioral Lab Meeting (March 2019)

UCL, Judgment and Decision Making Seminar (November 2018)

City, University of London (November 2018)

Paris School of Economics (September 2018)

UC Berkeley, Haas School of Business (November 2017)

UCLA, Anderson School of Management (November 2017)  
University of Colorado Boulder, Leeds School of Business (October 2017)  
University of Pennsylvania, The Wharton School (October 2017)  
London Business School (October 2017)  
Zoom Rx (October 2015, practitioner talk)  
University of Chicago (October 2014)

## **CONFERENCE PRESENTATIONS**

Khon, Z., Johnson, S., Hang, H. & Chen, S.Y. (2021, Oct) Consumers Prefer Complex Algorithms. Poster to be presented at the Association of Consumer Research Conference, Virtual Conference.

Khon, Z., Johnson, S., Hang, H. & Chen, S.Y. (2021, Aug) Consumers Prefer Complex Algorithms. Poster presented at the SPUDM Conference, Virtual Conference.

Khon, Z., Johnson, S., Hang, H. & Chen, S.Y. (2021, May) The Effect of Task-Algorithm Complexity Matching on Algorithm Aversion. EMAC Doctoral Colloquium, Virtual Conference.

Yu, J., Urminsky, O. & Chen, S.Y. (2020, Oct). Identity and Patience in Intertemporal Monetary Decisions. Poster presented at the Association of Consumer Research Conference, Virtual Conference.

Chen, S.Y., Urminsky, O. & Yu, J. (2020, March). Placing Identity into the Self-Concept: Causal Centrality of Identities and Identity-Based Consumption. Poster presented at the Society of Consumer Psychology Annual Conference, Huntington Beach, CA.

Chen, S.Y. & Urminsky, O. (2019, Oct). Using Consumers' Representation of Brands to Understand which Changes Disrupt Identity. Talk presented at the Association for Consumer Research Conference, Atlanta, GA.

Yu, J., Urminsky, O., & Chen, S.Y. (2019, Feb). Causal Centrality of Identity and Environmental Decision-Making. Poster presented at the Society for Personality and Social Psychology Annual Conference, Portland, OR.

Yu, J., Urminsky, O., & Chen, S.Y. (2018, Nov). Causal Centrality of Identity and Environmental Decision-Making. Poster presented at the Society of Judgment and Decision Making's Annual Conference, New Orleans, LA.

Chen, S.Y. & Urminsky, O. (2018, Oct). Placing Identity into the Self-Concept: The Role of Causal Beliefs in Identity-Based Consumption. Talk presented at the Association for Consumer Research Conference, Dallas, TX.

Chen, S.Y. & Urminsky, O. (2018, July). The Self-Concept and Identity-Based Behaviors: The Role of Causal Beliefs. Talk presented at the 40th Annual Conference of the Cognitive Science Society, Madison, WI.

Chen, S.Y., Urminsky, O., & Bartels, D.M. (2016, Nov). The Self-Concept and Identity-Based Behaviors: The Role of Causal Beliefs. Poster presented at the Society of Judgment and Decision Making's Annual Conference, Boston, MA.

Chen, S.Y., Bartels, D.M., & Urminsky, O. (2016, Aug). Is the self-concept like other concepts? The causal structure of identity. Talk presented at the 38th Annual Conference of the Cognitive Science Society, Philadelphia, PA.

Chen, S.Y., Bartels, D.M., & Urminsky, O. (2016, July). Beliefs about the Causal Structure of the Self-Concept Determine Which Changes Disrupt Personal Identity. Talk presented at

the Society for Consumer Psychology Boutique Conference on Identity and Consumption, Chicago, IL.

Chen, S.Y., Urminsky, O., & Bartels, D.M. (2016, Feb). What is Essential to the Self? The Structure of the Self-Concept. Talk presented at the Society of Consumer Psychology Annual Conference, St Pete Beach, FL.

Chen, S.Y., Bartels, D.M., & Urminsky, O. (2015, Nov). The Causal Structure of Identity. Poster presented at the Society of Judgment and Decision Making's Annual Conference, Chicago, IL.

Meng, R., Chen, S.Y., & Bartels, D.M. (2015, Oct). Valuing Dissimilarity: The Role of Diversity in Preference Predictions. Talk presented at Association for Consumer Research North American Conference, New Orleans, LA.

Meng, R., Chen, S.Y., & Bartels, D.M. (2015, July). Reasoning about Diverse Evidence in Preference Predictions. Talk presented at the Academy of Management Annual Meeting, Vancouver, Canada.

Chen, S.Y. (2015, July). The Effect of Scarcity on Habits. Poster present at the Advances in the Science of Habits Conference, Catalina Island, CA.

Meng, R., Chen, S.Y., & Bartels, D.M. (2015, July). Reasoning about Diverse Evidence in Preference Predictions. Poster presented at the annual meeting of the Cognitive Science Society, Pasadena, CA.

Chen, S.Y., Bartels, D.M., & Urminsky, O. (2015, May). The Structure of Personal Identity. Poster presented at the Interdisciplinary Conference on Personal Identity and Decision Making. Chicago, IL.

Meng, R., Chen, S.Y., & Bartels, D.M. (2014, November). Valuing dissimilarity: The role of diversity in preference predictions. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.

\*Winner of the Best Student Poster Award

Chen, S.Y., Ross, B.H., & Murphy, G.L. (2013, November). Eyetracking reveals multiple category use in induction. Poster presented at the annual meeting of the Psychonomics Society, Toronto, Canada.

Chen, S.Y., Ross, B.H., & Murphy, G.L. (2013, July). Eyetracking as an implicit measure of category-based induction. Talk presented at the 35th Annual Conference of the Cognitive Science Society, Berlin, Germany.

Chen, S.Y., Liebenson, P., Rhodes, M., & Gelman, S. (2013, April). The role of within-category variability in inductive learning across childhood. In J. D. Coley & K. Tanner (Chairs), *Intuitive Concepts Versus Biological Science: The Case of Evolution*. Symposium conducted at the biennial meeting of the Society for Research in Child Development, Seattle, Washington.

Chen, S.Y., & Rhodes, M. (2013, April). The role of pedagogy in infants' category-based induction. Poster presented at the annual meeting of the Society for Research in Child Development, Seattle, Washington.

Chen, S.Y., Murphy, G.L., & Ross, B.H. (2011, November). Implicit and explicit processes in category-based induction. Poster presented at the annual meeting of the Psychonomics Society, Seattle, Washington.

Chen, S.Y., Ross, B.H., & Murphy, G.L. (2010, November). Category-based induction in action and thought. Poster presented at the annual meeting of the Psychonomics Society, St. Louis, Missouri.

## **SERVICE**

Ad-hoc Reviewer

Journals: *British Journal of Psychology*, *Cognition*, *Cognitive Psychology*, *Cognitive Science*, *Consciousness and Cognition*, *Journal of Consumer Research*, *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *Journal of Experimental Psychology: Applied*, *Journal of Experimental Social Psychology*, *Journal of Marketing*, *Journal of Research in Personality*, *Personality and Social Psychology Bulletin*, *Philosophical Psychology*, *PLOS One*, *Psychological Science*, *The Quarterly Journal of Experimental Psychology*

Conferences: *Cognitive Science Society Conference*, *Society for Consumer Psychology Conference*, *Society of Judgment and Decision Making Conference*

Funding Agencies: *Israeli Science Foundation*

## **PROFESSIONAL EXPERIENCE**

Associate Consultant, ZS Associates (Boston, MA), 2006-2009