

AMANDA E. GEISER

ageiser@berkeley.edu

EDUCATION

University of California, Berkeley, Haas School of Business

Ph.D. Student, Behavioral Marketing, 2021–Present

University of Pennsylvania

Master of Behavioral and Decision Sciences, 2021

Bachelor of Arts, Psychology (with distinction) and Philosophy, Politics, & Economics, 2019

PUBLICATIONS

Geiser, A. E., Silver, I., and Small, D. A. (in press). “Reluctance to Downplay: Asymmetric Sensitivity to Differences in the Severity of Moral Transgressions.” *Psychological Science*.

Mehr, K. S., **Geiser, A. E.**, Milkman, K. L., & Duckworth, A. L. (2020). Copy-paste prompts: A new nudge to promote goal achievement. *Journal of the Association for Consumer Research*, 5(3), 329-334.

WORKING PAPERS

Geiser, Amanda and Leif Nelson. “Brief Commentary: Is ‘4 for \$16’ Better than ‘4 for \$15.30’? Three Attempts to Replicate the Price Divisibility Effect.” Conditionally accepted at *Journal of Consumer Research*.

Geiser, Amanda and Clayton Critcher. “The Limits of ‘Unlimited’ Offers: How Quantifying Constraints Can Increase Valuation.” Under 2nd round review at *Journal of Consumer Research*.

Geiser, Amanda and Jonathan Berman. “‘I’ll Do It If You Do’: The Persuasive Power of Conditional Commitment.” Revising for 2nd round review at *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS (including only those that I delivered)

CHAired SYMPOSIA

Geiser, Amanda (2023, October), “Numeric Judgments and Decisions.” Association for Consumer Research, Seattle, WA.

Geiser, Amanda (2022, October), “Consumer Interdependence: Decision Making With and For Others.” Association for Consumer Research, Denver, CO.

ORAL PRESENTATIONS

Geiser, Amanda & Ellen Evers (2024, November), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at Society for Judgment and Decision Making, New York, NY.

Geiser, Amanda & Ellen Evers (2024, September), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at Association for Consumer Research, Paris, France.

Geiser, Amanda & Clayton Critcher (2024, September), “The Limits of ‘Unlimited’ Offers: How Quantifying Constraints Can Increase Valuation.” Talk presented at Association for Consumer Research, Paris, France.

Geiser, Amanda & Ellen Evers (2024, June), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at Behavioral Decision Research in Management, Chicago, IL.

Geiser, Amanda & Ellen Evers (2024, April), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at California School Conference, San Diego, CA.

Geiser, Amanda & Clayton Critcher (2024, March), “The Limits of ‘Unlimited’ Offers: How Quantifying Constraints Can Increase Valuation.” Talk presented at Society for Consumer Psychology, Nashville, TN.

Geiser, Amanda & Leif Nelson (2023, November), “Ratios of Small Numbers Seem Larger.” Talk presented at Society for Judgment and Decision Making, San Francisco, CA.

Geiser, Amanda & Leif Nelson (2023, October), “How Small Numbers Impact Risk Perception.” Talk presented at Association for Consumer Research, Seattle, WA.

Geiser, Amanda & Clayton Critcher (2023, May), “The Limits of ‘Unlimited’ Offers: How Superficial Constraints Can Increase Valuation.” Talk presented at California School Conference, Berkeley, CA.

Geiser, Amanda & Jonathan Berman (2022, October), “I’ll do it if you do: The persuasive power of conditional commitment.” Talk presented at Association for Consumer Research, Denver, CO.

Geiser, Amanda & Joshua Lewis (2022, March), “Overhead as Investment: Reducing Overhead Aversion by Highlighting the Long-Term Benefits of Fundraising.” Talk presented at Society for Consumer Psychology, Virtual.

POSTER PRESENTATIONS

Geiser, Amanda, Ike Silver, & Deborah Small (2022, November), “Reluctance to downplay harm: Asymmetric scope sensitivity in moral condemnation.” Poster presented at Society for Judgment and Decision Making, San Diego, CA.

Geiser, Amanda & Ellen Evers (2022, February), “People Reject the Use of Optimal Management Practices by Non-Profit Firms.” Poster presented at Society for Personality and Social Psychology’s Judgment and Decision Making Preconference, Virtual.

Geiser, Amanda & Joshua Lewis (2022, February), “Overhead as Investment: Reducing Overhead Aversion by Highlighting the Long-Term Benefits of Fundraising.” Poster presented at Society for Judgment and Decision Making, Virtual.

GRANTS

- UC Berkeley XLab Grant (with Christina Owen and Leif Nelson), April 2024.
- Berkeley Haas Behavioral Lab Mini Grant (with Leif Nelson), November 2023.
- Berkeley Haas Behavioral Lab Mini Grant (with Ellen Evers), November 2021.

TEACHING AND MENTORING

- TA for MBA 253 & UGBA 157: Decision Making — Celia Gaertig (Spring 2022, Spring 2023, Spring 2024, Spring 2025)
- TA for MBA 261 & EWMBA 261: Marketing Research — Leif Nelson (Fall 2023, Fall 2024)
- Instructor for Marketing Research — Berkeley Business Academy for Youth (Summer 2023, Summer 2024)
- Co-supervisor (with Leif Nelson) for undergraduate honors thesis in economics (Spring 2024)
- TA for MBA 206: Core Marketing — Clayton Critcher (Fall 2023)
- Guest lecturer in UGBA 160: Customer Insights — William Fanning (Fall 2023)
- Guest lecturer in UGBA 157: Decision Making — Celia Gaertig (Spring 2023)
- TA for MBA 260: Customer Insights — Ellen Evers (Fall 2022)

SERVICE

Co-organizer of the 2023 California School Conference (annual conference for graduate students in marketing and behavioral decision making from UC Berkeley, UCLA, UCSD, USC, and Stanford)

Ad hoc reviewing:

Journal of Personality

PCI Registered Reports

AFFILIATIONS

Society for Judgment and Decision Making

Association for Consumer Research

Society for Consumer Psychology