

## AMANDA E. GEISER

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### EDUCATION

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#### 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

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**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.

### MANUSCRIPTS IN THE REVIEW PROCESS

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

### CONFERENCE PRESENTATIONS (including only those that I delivered)

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#### 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**

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- 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**

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- 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**

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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**

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Society for Judgment and Decision Making

Association for Consumer Research

Society for Consumer Psychology