

ALICE MOON

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CURRENT POSITION

Assistant Professor of Operations, Information, & Decisions, The Wharton School, University of Pennsylvania, 2017 – Present.

PREVIOUS EMPLOYMENT

Postdoctoral Researcher, Disney Research, 2015 – 2017.

Research Lab Manager, Culture & Emotion Lab, Stanford University, 2007 – 2009.

Editorial Assistant, Perspectives on Psychological Science, 2006 – 2007.

EDUCATION

University of California, Berkeley

PhD in Social/Personality Psychology, 2015.

University of Illinois at Urbana-Champaign

B.S. *cum laude* with Honors in Psychology, Minor in Mathematics, 2006.

HONORS AND AWARDS

Hillel-Einhorn New Investigator Award: Runner-Up (2016).

National Science Foundation Graduate Research Fellowship (2010 – 2013).

Departmental Research Fellowship (UC Berkeley Psychology: Summer 2010 & 2014).

Domestic and International Travel Awards:

- Society for Personality & Social Psychology (2014).
- UC Berkeley Graduate Division (2013, 2014).
- National Science Foundation International Travel Award (2011).
- Departmental Travel Award (2010, 2011, 2012, 2013, 2014).

Dean's List (University of Illinois: 2003 – 2006).

Edward J. James Scholar (University of Illinois: 2003 – 2006).

National Dean's List (2003 – 2004).

Illinois State Scholar (2003 – 2004).

RESEARCH INTERESTS

Judgment and decision making; Consumer satisfaction and experience; Consumer choice

PUBLICATIONS

Moon, A., & Chen, S. (2014). The power to control time: How power influences how much time (you think) you have. *Journal of Experimental Social Psychology*, 54, 97-101. ([pdf](#))

Moon, A.*, & Roeder, S.S.* (2014). A secondary replication attempt of stereotype susceptibility (Shih, Pittinsky, & Ambady, 1999). *Social Psychology*, 45, 199-201. ([pdf](#))

Moon, A.*, & Roeder, S.S.* (2014). The effect of positive stereotypes on performance: An open question (A response to Shih & Pittinsky, 2014). *Social Psychology*, 45, 337-338. ([pdf](#))

Moon, A., & Berenbaum, H. (2009). Emotional awareness and emotional eating. *Cognition & Emotion*, 23, 417-429. ([html](#))

* = joint first-author

WORKING PAPERS AND PAPERS UNDER REVIEW

Moon, A., & Nelson, L.D. (2017). The uncertain value of uncertainty: When consumers are unwilling to pay for what they like. Invited revision. ([pdf](#)).

Moon, A., Gan, M., & Critcher, C.R. (2017). The overblown implications effect. Under review. ([pdf](#)).

Moon, A.*, & Van Epps, E.* Should I give or how much should I give? Continuous (versus discrete) requests increase prosocial engagement. Under review. ([pdf](#)).

Moon, A., & Bos, M.W. The illusion of design: Framing decisions as a creative process increases perceived customization. Under revision. ([pdf](#)).

Jung, M.*, **Moon, A.***, & Nelson, L.D.* Getting a better and worse deal at the same time. In preparation.

* = joint first-author

CONFERENCE PRESENTATIONS

Should I give or how much should I give? Continuous (versus discrete) requests increase prosocial engagement. (Moon & VanEpps)

- Society for Consumer Psychology. Dallas, TX. (to be presented February 2018).

Self-other biases in the perception of values and preferences. (Jung, Moon, & Nelson)

- Society for Judgment and Decision Making. Vancouver, Canada. (November 2017).

Choosing or creating? Framing choices as design processes increases perceived customization of products. (Moon & Bos)

- Association for Consumer Research. San Diego, CA. (October 2017).*
- Association for Psychological Science. Boston, MA. (May 2017).*
- International Convention of Psychological Science. Vienna, Austria. (March 2017).*
- Society for Consumer Psychology. San Francisco, CA. (February 2017).*
- Society for Personality and Social Psychology (poster). San Antonio, TX. (January 2017).*
- Society for Judgment and Decision Making (poster). Boston, MA. (November 2016).*

The uncertain value of uncertainty: When consumers are unwilling to pay for what they like. (Moon & Nelson)

- Society for Judgment and Decision Making. Chicago, IL. (November 2015).*

- Association for Consumer Research. New Orleans, LA. (October 2015).*
- Society for Consumer Psychology. Phoenix, AZ. (February 2015).*
- Behavioral Decision Research in Management. London, UK. (July 2014).*
- Society for Judgment and Decision Making (poster). Toronto, Canada. (November 2013).*

Constructing consumer choices: Simple nudges improve consumer experiences and decisions. (Moon & Bos)

- Disney Data & Analytics Conference. Orlando, FL. (September 2016).

The overblown implications effect. (Moon, Gan, & Critcher)

- Academy of Management. Anaheim, CA. (August 2016).*
- Judgment and Decision Making Pre-conference at Society for Personality and Social Psychology (poster). San Diego, CA. (January 2016).*
- Association for Consumer Research. New Orleans, LA. (October 2015).*
- Society for Judgment and Decision Making (poster). Long Beach, CA. (November 2014).*

The power to control time: How power influences how much time (you think) you have. (Moon & Chen)

- Society for Personality and Social Psychology (poster). Austin, TX. (February 2014).*
- Association for Consumer Research. Chicago, IL. (October 2013).*

* = presenter

TEACHING EXPERIENCE

Instructor

Decision Processes (Spring 2018).

Graduate Student Instructor

Graduate Statistics and Data Analysis, Part II (Spring 2014). Rating: 6.5/7

Graduate Statistics and Data Analysis, Part I (Fall 2013). Rating: 6.1/7

Cultural Psychology (Spring 2013). Rating: 6.2/7

Research & Data Analysis (Summer 2012). Rating: 6.6/7

Social Psychology (Fall 2011). Rating: 6.1/7

Personality Psychology (Spring 2010). Rating: 6.3/7

General Psychology (Fall 2009). Rating: 6.0/7

Intro Collaborative Learning (LAS 100; Fall 2005).

Guest Lecturer

Marketing Research (Oct 24, 2016). “Behavioral Research at Disney Research.” University of Arizona.

Behavioral Economics in Organizations (Sep 21, 2016). “Behavioral Research at Disney Research.” Carnegie Mellon University.

General Psychology. (Nov 15, 2011). “Affective Forecasting.” University of California, Berkeley.

Personality Psychology (Mar 10, 2010). “The Five Factor Model.” University of California, Berkeley.

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR).

Society for Consumer Psychology (SCP).

Society for Judgment and Decision-Making (SJDM).

Society for Personality and Social Psychology (SPSP).