

Nathan Novemsky

Associate Professor of Marketing
School of Management
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Education

Ph.D., Social Psychology, Princeton University
M.A., Social Psychology, Princeton University
B.A., Physics, Math (with Honors), Psychology, Wesleyan University

Academic Appointments

2005-present	Associate Professor of Marketing School of Management, Yale University
2003-present	Assistant Professor Psychology Dept., Yale University
2000-2005	Assistant Professor of Marketing School of Management, Yale University

Academic awards and honors

MSI Young Scholar, 2007
Whitebox Behavioral Science Research Grant, 2005
Wharton Decision Processes Student Research Grant, 1999
National Science Foundation Graduate Fellowship, 1994-1997
Princeton University Merit Prize, 1994
Psi Chi National Psychology Honors Society, 1994
Johnston Prize for Physics, 1993
Siver Scholarship, 1992
Hedden Scholarship, 1990
United States Physics Team, 1990

Publications

- Pocheptsova, A and Novemsky, N. (forthcoming), "When Do Incidental Mood Effects Last? Lay Beliefs versus Actual effects," conditionally accepted at the Journal of Consumer Research.
- Wang, J., Novemsky, N., Dhar, R. and Baumeister, R. (forthcoming), "Tradeoffs and Depletion in Choice," conditionally accepted at the Journal of Marketing Research.
- Frederick, S., Novemsky, N., Wang, J., Dhar, R., and Nowlis, S. (forthcoming), "Opportunity Cost Neglect," Journal of Consumer Research.
- Wang, J, Novemsky, N. and Dhar, R. (2009), "Anticipating Adaptation to Products," Journal of Consumer Research 36 (August, lead article).
- Dhar, R and Novemsky, N. (2008), "Beyond Rationality: The Content of Preferences," Journal of Consumer Psychology, 18 (July), 175-178.
- Novemsky, N., Dhar, R., Schwarz, N., & Simonson, I. (2007) "Preference Fluency in Consumer Choice" Journal of Marketing Research, 44 (August), 347-356.
- Novemsky, N & Dhar, R. (2005) "Goal Fulfillment and Goal Targets in Sequential Choice," Journal of Consumer Research, 32 (December), 396-404.
- Novemsky, N & Kahneman, D. (2005), "The Boundaries of Loss Aversion," Journal of Marketing Research, 42 (May, lead article), 119-128.
- Novemsky, N & Kahneman, D. (2005), "How do Intentions Affect Loss Aversion?" Journal of Marketing Research, 42 (May), 139-140 .
- Novemsky, N & Schweitzer, M. (2004), "What Makes Negotiators Happy? The Differential Effects of Internal and External Social Comparisons on Negotiator Satisfaction," Organizational Behavior and Human Decision Processes 95 (November), 186-197.
- Novemsky, N. and Ratner, R. (2003) "The Time Course and Impact of Consumers Erroneous Beliefs about Hedonic Contrast." Journal of Consumer Research, 29 (March) 507-516.
- Wathieu, L., Brenner, L, Carmon, Z., Chattopadhyay, A., Drolet, A., Gourville, J., Muthukrishnan, A, Novemsky, N., Ratner, R., Wertenbroch, K., and Wu, G. (2002) "Consumer Control and Empowerment: A Primer." Marketing Letters, 13(3), 297-305.
- Kunreuther, H., Novemsky, N., & Kahneman D. (2001). "Making Low Probabilities Useful." Journal of Risk and Uncertainty, 23, p.103-120.
- Novemsky, N. & Kronzon, S. (1999). "How base-rates are used, when they are used: A comparison of additive and Bayesian models of base-rate use." Journal of Behavioral Decision Making, 12(1), p. 55-69.

Selected Research in Progress

With Joseph Simmons, “From Loss Aversion To Loss Acceptance: How Gambling Contexts Undermine Loss Aversion”

With Joseph Nunes and Rebecca Ratner. Surprising Experiences can be Surprisingly Unmemorable: The Role of Beliefs versus Experiences in Attitudes

With Itamar Simonson, Joseph Simmons, and Eunice Kim, The Effect of Losses on Subsequent Decisions

With Robyn LeBoeuf, Mispredictions of the Hedonic Impact of Feedback

With Rebecca Ratner and Kenneth Herbst, Choosing Dominated Options in Repeated Risky Choice

Invited Presentations

Cornell University
INSEAD
MIT
New York University
Northwestern University
University of British Columbia
University of California at Berkeley
University of California at San Diego
University of Chicago
University of Florida
University of Pennsylvania
University of Southern California
University of Texas at Dallas
Washington University

Teaching Experience

Consumer Behavior (MBA)
Behavioral Decision Making I & II (Ph.D.)
Problem Framing (MBA)
Probability Modeling and Statistical Estimation (MBA)
Marketing Management (MBA)

Professional Service

Dissertation Chair

Anastasiya Pocheptsova (Winner - Society for Consumer Psychology Sheth Dissertation Award)

Jing Wang (Runner-Up - Society for Consumer Psychology Sheth Dissertation Award)

Dissertation Committees: Uzma Khan, Aaron Sackett (Psychology), Kelly Goldsmith

Editorial Boards:

Journal of Consumer Research

Journal of Marketing Research

Organizational Behavior and Human Decision Processes

Doctoral Consortium – Association for Consumer Research, Society for Consumer Psychology

Program Committee – Association for Consumer Research, Society for Judgment and Decision Making

Ad Hoc Reviewer

Journal of Consumer Research, National Science Foundation – Directorate for Social, Behavioral and Economic Sciences, Journal of Experimental Psychology: General, Psychological Science, Journal of Economic Psychology, Journal of Advertising Research, Journal of Conflict Resolution, Management Science, Marketing Science, Journal of Marketing, American Economic Review, Israel Science Foundation, Organizational Behavior and Human Decision Processes, Decision Analysis, Journal of Economic Behavior & Organization, Cognitive Science, Judgment and Decision Making, Emotion, US-Israel Binational Science Foundation.

Professional affiliations

Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making, Society for Personality and Social Psychology, American Psychological Society, American Psychological Association.