

ANER SELA

Academic Curriculum Vitae – July 2023

Department of Marketing, Warrington College of Business

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Download papers at <https://sites.google.com/view/anersela/home>

Academic Positions

Professor of Marketing, University of Florida (2022—)

- PhD Coordinator, Department of Marketing (2015—present)

Associate Professor of Marketing (tenured), University of Florida (2016—2022)

- City Furniture Foundation Professor (2018—present)

Assistant Professor of Marketing, University of Florida (2010–2016)

- John I. Williams Professor (2013–2018)

Education

Ph.D., Business, 2010

Stanford University, CA

M.A., Magna cum Laude, Finance/Marketing, 2004

The Hebrew University of Jerusalem, Israel

B.Arch., 2000

Bezalel Academy of Art and Design, Israel

- Licensed architect since 2003

Expertise

Consumer choice and decision making, Inferences and attribution, Metacognition, Choice difficulty, Multi-attribute choice, Technology and consumer choice, Financial decisions, Value perception.

Journal Publications (†denotes a current or former graduate student of mine)

1. Park, Sang Kyu[†], Taikgun Song, and Aner Sela (2023), “The Effect of Subjectivity and Objectivity in Online Reviews: A Convolutional Neural Network Approach,” *Journal of Consumer Psychology*, 33, 701–713. (*Special issue*)
2. Song, Camilla[†] and Aner Sela (2023), “Phone and Self: How Smartphone Use Increases the Preference for Uniqueness,” *Journal of Marketing Research*, 60 (3), 473-488. (*Equal authorship*)
 - Press coverage: The Washington Post, ABC News

3. Park, Sang Kyu[†] and Aner Sela (2020) “Product Lineups: The More You Search, The Less You Find,” *Journal of Consumer Research*, 47 (June), 40-55.
4. Sela, Aner, Liat Hadar, Siân Morgan[†], and Michal Maimaran (2019), “Variety-Seeking and Perceived Expertise,” *Journal of Consumer Psychology*, 29 (4), 671-679.
5. Nardini, Gia[†] and Aner Sela (2019), “When Self-Customization Backfire: The Role of a Maximizing Mindset,” *Psychology & Marketing*, 36, 730-741.
6. Park, Jane Jeongin[†] and Aner Sela (2018), “Not My Type: Why Affective Decision-Makers Are Reluctant to Make Financial Decisions,” *Journal of Consumer Research*, 45 (August), 298-319.
 - Winner, *SCP Dissertation Competition* runner-up award
 - Press coverage: New York Times, NPR, USA Today, Forbes
 - Winner, Research Promotion Initiative Award, *University of Florida*
7. Thomadsen Raphael, Robert P. Rooderkerk, On Amir, Neeraj Arora, Bryan Bollinger, Karsten Hansen, Leslie John, Wendy Liu, Aner Sela, Vishal Singh, K. Sudhir, and Wendy Wood (2018), “How Context Affects Choice,” *Customer Needs and Solutions*, (84).
8. Sela, Aner, Jonah Berger, and Joshua Kim[†] (2017), “How Self-Control Shapes the Meaning of Choice,” *Journal of Consumer Research*, 44 (December), 724-737.
 - Lead Article
9. Simonson, Itamar, Aner Sela, and Sanjay Sood (2017), “Preference-Construction Habits: The Case of Extremeness Avoidance,” *Journal of the Association for Consumer Research*, 2 (4), 322-332. (Special issue: The Habit-Driven Consumer)
 - Press coverage: UCLA Anderson Review
10. Sela, Aner and Robyn A. LeBoeuf (2017), “Comparison Neglect in Upgrade Decisions,” *Journal of Marketing Research*, 54 (August), 556-571.
 - Press coverage: Huffington Post, Forbes, Boston Globe
11. Beauchaine, Theodore P., Itzhak Ben-David, and Aner Sela (2017), “Attention-deficit/hyperactivity disorder, delay discounting, and risky financial behaviors: A preliminary analysis of self-report data,” *PLOS ONE*. (equal authorship)
12. Etkin, Jordan and Aner Sela (2016), “How Experience Variety Shapes Post-Purchase Product Evaluation,” *Journal of Marketing Research*, 53 (February), 77-90.
13. Sela, Aner, Itamar Simonson, and Ran Kivetz (2013), “Beating the Market: The Allure of Unintended Value,” *Journal of Marketing Research*, 50 (December), 691-705.
 - Press coverage: The Marker Magazine

14. Sela, Aner and Jonah Berger (2012), “How Attribute Quantity Influences Option Choice,” *Journal of Marketing Research*, 49 (December), 942-953.
 - Press coverage: MSI Selections
15. Sela, Aner and Jonah Berger (2012), “Decision Quicksand: How Trivial Choices Suck Us In,” *Journal of Consumer Research*, 39 (August), 360-370.
 - Best Paper Award, *Journal of Consumer Research*, 2015 (finalist)
 - Press coverage: Wired Magazine, Wall Street Journal, The Guardian, Forbes, The Atlantic, Scientific American
16. Sela, Aner, S. Christian Wheeler, and Gülen Sarial-Abi (2012), “‘We’ are Not the Same as ‘You and I’: Causal Effects of Minor Language Variations on Consumers’ Attitudes Toward Brands” *Journal of Consumer Research*, 39 (October), 629-643.
17. Simonson, Itamar and Aner Sela (2011), “On the Heritability of Consumer Decision Making: An Exploratory Approach for Studying Genetic Effects on Judgment and Choice,” *Journal of Consumer Research*, 37 (April), 951-966.
 - Press coverage: The Times, Time Magazine, The Atlantic, Daily Telegraph
18. Sela, Aner and Baba Shiv (2009), “Unraveling Priming: When Does the Same Prime Activate a Goal versus a Trait?” *Journal of Consumer Research*, 36 (October), 418-433.
19. Sela, Aner, Jonah Berger and Wendy Liu (2009), “Variety, Vice, and Virtue: How Assortment Size Influences Option Choice,” *Journal of Consumer Research*, 35 (April), 941-951. The first two authors contributed equally.
 - Press coverage: Los Angeles Times, Boston Globe

Invited Publications

20. Sela, Aner (2018), “Why we hate making financial decisions – and what to do about it,” *The Conversation* (<https://theconversation.com/why-we-hate-making-financial-decisions-and-what-to-do-about-it-97212>).
21. Sela, Aner (2022), “Crossing the Efficiency Frontier: A Framework for Understanding Consumers’ Responses to Bargains,” book chapter in *New Directions in Behavioral Pricing*, ed. Rachamim, M., Graguer, S., Grossman, O., & Ofir, C, World Scientific Publishing.

Under Revision and Working Papers (†denotes a current or former graduate student of mine)

1. Song, Camilla† and Aner Sela, “Smartphones and the Self-Expressive Meaning of Choice,” *Revise & Resubmit, Journal of Consumer Psychology*.
2. Park, Sang Kyu†, Yegyü Han, and Aner Sela, “Splurging with Ai: How Conversational Devices Increase Product Upgrades,” *Revise & Resubmit, Management Science*.

3. Reich, Taly and Aner Sela, “Patient Preferences for AI’s Role in Medical Decision-Making,” *under review*.
4. Song, Camilla[†] Yvonne Huang[†], and Aner Sela, “Smartphones and the True Self: How Technology Influences Disposition Expression,” *working paper*.
5. Wang, Xiang[†] and Aner Sela, “Roads or Rome? How Product Categorization Shapes Attribution of Choice Difficulty,” *under revision*.
6. Ryu, Soo Yon[†], Felipe Affonso[†], and Aner Sela, “How Package Design Complexity Influences Product Perceptions and Choice,” *working paper*.
7. Sela, Aner and Itamar Simonson, “The Feeling of Preference,” *working paper*, <https://ssrn.com/abstract=3384177>.
8. Sela, Aner and Michal Maimaran, “Variety-Seeking as a Preference Strength Signal,” *working paper*, <https://ssrn.com/abstract=1884439>.

Honors, Awards, and Fellowships

- MSI Scholar, *Marketing Science Institute*, 2020
(Awarded biennially to recognize “the most prominent marketing scholars in the world”.)
- Ranked among Top 50 most productive marketing authors, 2013 & 2018, *AMA DocSig*
- Research Promotion Initiative Award, *University of Florida*, 2018
- University Term Professorship, *University of Florida*, 2016 – 2018
- Best Paper Award, *Journal of Consumer Research*, 2015 (finalist)
- MBA Teacher of The Year Award, *University of Florida*, 2015
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2014-15
- MSI Young Scholar, *Marketing Science Institute*, 2015
(Awarded biennially to the “most promising young scholars in marketing”.)
- Excellence Award for Assistant Professors, *University of Florida*, 2015
- AMA-Sheth Consortium Faculty Fellow, 2011
- AMA-Sheth Doctoral Consortium Fellow, 2009
- Lieberman Fellowship, *Stanford University*, 2008-09
(Awarded to 9 graduate students at Stanford University, across all disciplines, in recognition of outstanding scholarship, teaching, and potential for academic leadership.)
- Stanford GSB Interdisciplinary Research Grants, 2006-08
- Solomon Fellowship in Business, *The Hebrew University of Jerusalem*, 2005-06
- Magna Cum Laude Graduate, *The Hebrew University of Jerusalem*, 2004

Invited Talks and Colloquia

2023 (expected)
 University of Miami marketing camp
 Stanford University
 Harvard Business School

UCLA Anderson
Yale University

2022

University of Southern California (Marshall)
Yale Customer Insights Conference
Ohio State University Marketing Camp
Nanyang Technological University, Singapore

2021

Lehigh University

2020

Dartmouth College (Tuck)
University of California, Riverside
University of Pennsylvania (Wharton)

2019

Harvard Business School

2018

University of Chicago (Booth)
Bocconi University, Italy
Tel Aviv University, Israel
IDC Arison Business School, Israel

2017

London Business School, UK

2016

University of Pennsylvania (Wharton)
University of Wisconsin-Madison

2015

Duke University (Fuqua)
MSI Young Scholars event
University of Houston

2014

Cornell University
Ohio State University
Ben-Gurion University, Israel

2013

Northwestern University (Kellogg Marketing Camp)
University of Texas, Austin

2012

IDC Arison Business School, Israel

2011

Rice University

2009

Columbia Business School
Cornell University

Harvard Business School
London Business School, UK
New York University (Stern)
University of California, San Diego
University of Chicago (Booth)
University of Florida
University of Miami

Proceeding Publications († denotes a graduate student)

- Park, Sang Kyu[†], Yegyu Han, and Aner Sela (2020), “Alexa, I Want It Now: How Conversational Artificial Intelligence Agents Shape Consumer Decisions”, in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, 578-579.
- Song, Camilla Eunyoung[†] and Aner Sela (2020), “On Phone and Self: How Smartphones Influence Self-Expression in Choice”, in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research.
- Wang, Xiang[†] and Aner Sela (2020), “Roads Or Rome? How Product Categorization Shapes the Attributions and Consequences of Choice Difficulty”, in *NA - Advances in Consumer Research Volume 48*, eds. Jennifer Argo, Tina M. Lowrey, and Hope Jensen Schau, Duluth, MN : Association for Consumer Research, 1175-1180.
- Park, Sang Kyu[†] and Aner Sela (2019), “Threshold Escalation in Product Lineups,” *Advances in Consumer Research*, 47.
- Affonso, Felipe[†] M. and Aner Sela (2019), “Beyond Striving: On Maximizing, Choice Disfluency, and Regulatory Fit,” *Advances in Consumer Research*, 47.
- Sela, Aner, Jonah Berger, and Joshua Kim[†] (2017), “How Self-Control Shapes Inferences from Choice,” *Advances in Consumer Research*, 45.
- Sela, Aner, Siân Morgan[†], and Michal Maimaran (2017), “Assortment Variety and Perceived Expertise,” *Advances in Consumer Research*, 45.
- Nardini, Gia[†] and Aner Sela (2017), “When Simplified Choices Backfire: The Role of a Maximizing Mindset,” *Advances in Consumer Research*, 45.
- Sela, Aner and Itamar Simonson (2016), “The Feeling of Preference,” *Advances in Consumer Research*, 43.
- Etkin, Jordan, and Aner Sela (2015), “How Experience Similarity Shapes Product Evaluation,” *Advances in Consumer Research*, 42.
- Sela, Aner, Itamar Simonson, and Ran Kivetz (2013), “Beating the Market: Competitive Mindset and the Allure of Unintended Value,” *Advances in Consumer Research*, 41.
- Sela, Aner and Jonah Berger (2013), “On Metacognition and Culture,” *Advances in Consumer Research*, 41.
- Sela, Aner, Jonah Berger, and Gia Nardini (2013), “Getting Mired in Simple Decisions: The Role of Shrinking Attribute Weight Variance,” *Society for Consumer Psychology Winter Conference Proceedings*.
- Sela, Aner and Michal Maimaran (2013), “Variety as a Preference Strength Signal,” *Advances in Consumer Research*, 40.

- Sela, Aner and Itamar Simonson (2013), "By Tradeoff or by Criterion: Bottom-Up Construction of Constructive Decision Rules," *Adv. in Consumer Research*, 40.
- Sela, Aner and Jonah Berger (2012), "Getting Mired in Simple Decisions: The Role of Shrinking Attribute Weight Variance," *Advances in Consumer Research*, 39.
- Sela, Aner and Jonah Berger (2011), "Attribute Quantity and Option Choice," *Advances in Consumer Research*, 38.
- Sela, Aner and Jonah Berger (2011), "Decision Quicksand: When Trivial Choices Suck Us In," *Advances in Consumer Research*, 38.
- Sela, Aner, Itamar Simonson, and Ran Kivetz (2010), "Negative Effects of Explicit Customization on Perceptions of Opportunity," *Advances in Consumer Research*, 37.
- Simonson, Itamar and Aner Sela (2010), "On the Heritability of Choice, Judgment, and "Irrationality": Are People Born to Live on the Edge or in the Mainstream?" *Advances in Consumer Research*, 37.
- Sela, Aner and Christian Wheeler (2010), "You and We: Causal Effects of Minor Language Variations on Brand Perceptions," *Advances in Consumer Research*, 37.
- Sela, Aner, Jonah Berger and Wendy Liu (2009), "Variety, Vice, and Virtue: How Assortment Size Influences Option Choice," *Advances in Consumer Research*, 36.
- Sela, Aner and Baba Shiv (2008), "The Activation-Striving Model of Construct Activation: Predicting Goal vs. Trait Activation from Priming," *Advances in Consumer Research*, 35.
- Sela, Aner and S. Christian Wheeler (2008), "You and Us: Causal Effects of Language Use and Relationship Status on Consumers' Perceptions," *Advances in Consumer Research*, 35.

Papers Presented at Conferences († denotes a graduate student)

2021

- "Smartphones and the Self-Expressive Meaning of Choice," *ACR conference* (to be presented by Camilla Song[†])
- "Smartphones and the True Self: How Technology Influences Disposition Expression," *ACR conference* (to be presented by Camilla Song[†])
- "Phone and Self: How Smartphone Use Influences Unique Choice," *SCP conference* (presented by Camilla Song[†])

2020

- "Roads or Rome? How Product Categorization Shapes Attribution of Choice Difficulty," *ACR conference*. (presented by Xiang Wang[†])
- "Alexa, I Want It Now: How Conversational Agents Shape Consumer Decisions," *ACR conference*. (presented by Sang Kyu Park[†])
- "Phone and Self: How Smartphones Influence Self-Expressive Choice," *ACR conference* (presented by Camilla Song[†])
- "Alexa, I Want It Now: How Conversational Agents Shape Consumer Decisions," *Marketing Science conference*. (presented by Sang Kyu Park[†])
- "Phone and Self: How Smartphones Influence Self-Expressive Choice," *Invitational Judgement and Decision-Making Winter Symposium*, Snowbird, UT.

2019

- “Threshold Escalation in Product Lineups,” *ACR*, Atlanta, GA. (presented by Sang Kyu Park[†])
- “Beyond Striving: On Maximizing, Metacognition, and Goal Pursuit,” *ACR*, Atlanta, GA. (presented by Felipe M. Affonso[†])
- “Threshold Escalation in Product Lineups,” *Invitational Judgement and Decision-Making Winter Symposium*, Snowbird, UT.
- 2018
- “Threshold Escalation in Product Lineups,” *BDRM*, Boston, MA. (presented by Sang Kyu Park[†])
- “How Self-Control Shapes the Meaning of Choice,” *SPSP*, Atlanta, GA. (presented by Jonah Berger)
- 2017
- “How Self-Control Shapes the Meaning of Choice,” *Invitational JACR Conference on Self-Control and Motivation*, Miami, FL.
- “How Self-Control Shapes the Meaning of Choice,” *ACR*, San Diego, CA. Session chair (Illusions of Diagnosticity)
- “Variety as an Expertise Signal,” *ACR*, San Diego, CA.
- “On the Relationship Between Assortment Variety and Category Expertise,” *SCP*, San Francisco, CA.
- “Not My Type: Why Affective Decision-Makers Are Reluctant to Make Financial Decisions,” *SCP*, San Francisco, CA. (presented by Jane J. Park)
- 2016
- “Comparison Neglect in Upgrade Decisions,” *10th Triennial Invitational Choice Symposium*, Lake Louise, AB, Canada.
- “Thinking versus Feeling: The Effect of Metacognitive Self-Beliefs on Financial Decision Avoidance,” *Winter Decision-Making Symposium*, Las Vegas, NV.
- 2015
- “The Feeling of Preference,” *ACR*, New Orleans, LA. Session chair (Illusions of Preference Construction)
- “On Metacognition, Culture, and Self-Control,” *MSI Young Scholars conference*, Park City, UT (invitational).
- 2014
- “How Experience Variety Shapes Product Evaluation,” *Marketing in Israel Conference*, Israel (invitational).
- “How Experience Similarity Shapes Product Evaluation,” *ACR*, Baltimore, MD.
- “On Metacognition and Culture,” *Summer Decision-Making Symposium*, Washington, DC.
- 2013
- “Beating the Market: The Allure of Unintended Value,” *ACR*, Chicago, IL. Session co-chair (Consumer Mindsets)
- “On Metacognition and Culture,” *ACR*, Chicago, IL.
- “The Tradeoff Effect: How Comparisons Shrink Attribute Hierarchy,” *SCP*, San Antonio, TX.
- 2012

- “Variety as a Preference Strength Signal,” *ACR*, Vancouver, BC.
Session co-chair (Variety)
- “By Tradeoff or by Criterion: Bottom-Up Construction of Constructive Decision Rules,” *ACR*, Vancouver, BC.
- “Decision Quicksand: Getting Mired in Simple Decisions,” *BDRM*, Boulder, CO.
- “Less is More: Variety as a Preference Strength Signal,” *SCP*, Las Vegas, NV.
Session co-chair (Variety)
- “Decision Quicksand: Getting Mired in Simple Decisions,” *SCP*, Las Vegas, NV.
- “Variety as a Preference Strength Signal,” *Summer Decision-Making Symposium*, Las Vegas, NV.
- 2011
- “Getting Mired in Simple Decisions: The Role of Shrinking Attribute Weight Variance,” *ACR*, St. Louis, MO.
Session co-chair (Choice Difficulty 2.0)
- “Decision Quicksand: When Trivial Choices Suck Us In,” *Summer Decision-Making Symposium*, Las Vegas, NV.
- 2010
- “Decision Quicksand: When Trivial Choices Suck Us In,” *SJDM*, St. Louis, MO.
- “Attribute Quantity and Option Choice,” *ACR*, Jacksonville, FL.
- “Decision Quicksand: When Trivial Choices Suck Us In,” *ACR*, Jacksonville, FL.
Session co-chair (New Frontiers in Metacognition)
- 2009
- “Negative Effects of Explicit Customization on Perceptions of Opportunity,” *ACR*, Pittsburgh, PA.
Session chair (Customization and Consumer Choice)
- “You and We: Causal Effects of Minor Language Variations on Brand Perceptions,” *ACR*, Pittsburgh, PA.
Session chair (Effects of Minor Language Variations on Consumer Persuasion)
- “On the Heritability of Choice, Judgment, and “Irrationality”: Are People Born to Live on the Edge Or in the Mainstream?” *ACR*, Pittsburgh, PA. (presented by Itamar Simonson)
- “Priming and the Choice Context: The Interplay of Priming and Context Effects,” *SCP*, San Diego, CA.
- 2008
- “The Dual Role of Product Attributes in Option Choice,” *SJDM*, Chicago, IL.
- “Variety, Vice, and Virtue: How Assortment Size Influences Option Choice,” *ACR*, San Francisco, CA.
Session co-chair (Justification and Choice)
- “Priming and the Choice Context: The Interplay of Nonconscious Goals and Context Effects,” *Marketing Brown Bag Seminar*, Stanford Graduate School of Business
- 2007
- “Variety, Vice, and Virtue: How Assortment Size Influences Option Choice,” *SJDM*, Long Beach, CA.

Teaching and Mentoring

- Consumer Psychology PhD Seminar (2017—present)
- Brand Management (MBA, 2014—present; Executive MBA, 2019—present)
 - *MBA Teacher of The Year Award*, 2015
- Marketing DBA Seminar (2019—present)
- New Product Development (BS, MSc, 2011–2016)

PhD Committees:

- Sang Kyu Park (Chair) – HKUST, 2021
- Camilla Eunyoung Song (Chair) – City University of Hong Kong, 2021
- Jane Jeongin Park (Chair) – City University of Hong Kong, 2018
- Soo Yon Ryu (Chair)
- Xiang Wang
- Minzhe Xu
- Felipe M. Affonso
- Lana Nan – NEOMA Business School, 2021
- Gia Nardini – University of Denver, 2016
- Cammy Crolie – University of Oxford, 2016
- Binyamin Cooper – Carnegie Mellon University, 2020
- Trevor Foulk – University of Maryland, 2017
- Andrew Woolum – UNC, 2017

Service

- *Journal of Marketing Research*, Associate Editor (2021—present)
Editorial Review Board member (2014—present)
- *Journal of Consumer Research*, Editorial Review Board member (2014—present)
- ACR Conference:
 - Program Committee (2012, 2019, 2020, 2021)
 - Associate Editor (2017)
 - Competitive Paper Review Board (2013–2016)
 - Doctoral Symposium faculty (2014–2015)
 - Asian-Pacific Program Committee (2015)
- SCP Conference:
 - Associate Editor & Social Influence track chair (2022)
 - Research Skills Workshop Co-Chair (2020)
 - Program Committee (2013—present)
 - Doctoral Symposium faculty (2015–2016)
- Winter AMA conference: Mid-Career Workshop Co-Chair (2018)
- BDRM Conference: Program Committee (2020)
- CBSIG Conference: Program Committee (2019)
- Ad-hoc reviewer for:
 - Management Science*, *Journal of Experimental Psychology: General*, *Journal of Consumer Psychology*, *Journal of Retailing*, *Journal of Economic Psychology*,

International Journal of Research in Marketing, Information Systems Research, Appetite, European Journal of Marketing, SCP Dissertation Competition, Israel Science Foundation, Research Grant Council of Hong Kong, SJDM conference

Service at University of Florida:

- PhD Coordinator, Department of Marketing (2015—present)
- Faculty Advisory Committee (2022—present)
- Graduate Council member (2021—present)
- College of Business Strategic Planning Committee (2021)
- Faculty Advisory Committee (2020—present)
- College of Business Ph.D. Committee (2015—present)
- University Compensation Committee (2016–2017)
- University Land Use & Facilities Planning Committee (2016–2017)
- College of Business Specialized Graduate Programs Committee (2011–2013)