

**David Faro**  
Curriculum Vitae

London Business School  
Sussex Place, Regent's Park  
London NW1 4SA United Kingdom

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**ACADEMIC EMPLOYMENT**

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2013 – Present: *London Business School, London, UK*  
Associate Professor of Marketing (with Tenure)

2006 – 2013: *London Business School, London, UK*  
Assistant Professor of Marketing

**EDUCATION**

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*Graduate School of Business, University of Chicago, Chicago, Illinois*  
Ph.D. in Marketing, 2006 (Minors: Behavioral Science and Statistics)  
Dissertation Advisors: Ann L. McGill and Reid Hastie

*London School of Economics and Political Science (LSE), London, UK*  
MSc. in Organizational Social Psychology (with Distinction), 2001

*School of Management, Boston University, Boston, Massachusetts*  
B.S. in Management, 1994 (Minor: Economics)

**ACADEMIC HONORS AND AWARDS**

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MSI Young Scholar, 2013  
Robert Ferber Award, Honorable Mention, 2011  
RAMD Research Funding (London Business School), 2006-2013  
AMA-Sheth Doctoral Consortium Fellow, 2005  
ACR Doctoral Consortium Fellow, 2003  
Haring Symposium Fellow, 2003  
Summer Research Grant, Graduate School of Business, University of Chicago, 2001  
Research Fellowship, Graduate School of Business, University of Chicago, 2001-2006

## RESEARCH

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### Publications

Ilyuk, Veronika, Lauren Block, and David Faro (forthcoming), "Is it Still Working? Task Difficulty Promotes a Rapid Wear-Off Bias in Judgments of Pharmacological Products," *Journal of Consumer Research*.

Faro, David, Ann L. McGill, and Reid Hastie (2013), "The Influence of Perceived Causation on Judgments of Time: An Integrative Review and Implications for Decision-Making," *Frontiers in Cognitive Science*, 4, 1-8.

Gu, Yangjie, Simona Botti, and David Faro (2013), "Turning the Page: The Impact of Choice Closure on Satisfaction," *Journal of Consumer Research*, 40(2), 268-283.

Burson, Katherine, David Faro, and Yuval Rottenstreich (2013), "Multiple-Unit Holdings Yield Attenuated Endowment Effects," *Management Science*, 59(3), 545-555.

Smith, Robert, David Faro, and Katherine Burson (2013), "More for the Many: The Influence of Entitativity on Charitable Giving," *Journal of Consumer Research*, 39(5), 961-976.

Burson, Katherine, David Faro, and Yuval Rottenstreich (2010), "ABC's of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating," *Organizational Behavior and Human Decision Processes*, 113, 1-12. \* **Lead article**

Faro, David (2010), "Changing the Future by Reshaping the Past: The Influence of Causal Beliefs on Estimates of Time to Onset," *Journal of Consumer Research*, 37(2), 279-291.

\* **Robert Ferber Award, Honorable Mention, 2011**

Faro, David, Ann L. McGill, and Reid Hastie (2010), "Naïve Theories of Causal Force and Compression of Elapsed Time Judgments," *Journal of Personality and Social Psychology*, 98(5), 683-701. \* **Lead article**

Faro, David and Yuval Rottenstreich (2006), "Affect, Empathy and Regressive Mispredictions of Others' Preferences under Risk," *Management Science*, 52(4), 529-541.

Faro, David, France Leclerc, and Reid Hastie (2005), "Perceived Causality as a Cue to Temporal Distance," *Psychological Science*, 16(9), 673-677.

### Papers under review and work in progress

Gu, Yangjie, Simona Botti, and David Faro, "Seeking and Avoiding Choice Closure," under review, *Journal of Consumer Research*

Faro, David, Monika Heller, and Caglar Irmak, "Merely Available: Products May Be Effective without Actual Consumption," revising for resubmission, *Journal of Consumer Research*

Faro, David and Xi Zou, "Vicarious Task Completion: The Effect of Perceived Completion on Subjective Experience"

## **Presentations at Academic Conferences**

“Merely Available: Products May Be Effective without Actual Consumption”  
*Society for Judgment and Decision Making*, Seattle, November 2011

“Merely Available: Products May Be Effective without Actual Consumption”  
*Southern Ontario Behavioural Decision Research Conference*, Toronto, May 2011

“Merely Available: Products May Be Effective without Actual Consumption”  
*Association for Consumer Research*, Jacksonville, October 2010

“Changing the Future by Reshaping the Past: The Influence of Causal Beliefs on Estimates of Time to Onset”  
*Association for Consumer Research*, Pittsburgh, October 2009

“Providing Multiple Units of a Good Attenuates the Endowment Effect”  
*Association for Consumer Research*, Pittsburgh, October 2009

“Providing Multiple Units of a Good Eliminates the Endowment Effect”  
*Subjective Probability, Utility, and Decision Making*, Rovereto, 2009

“ABC’s of Principal-Agent Interactions: Accurate Predictions, Biased Processes, and Contrasts between Working and Delegating”  
*Subjective Probability, Utility, and Decision Making*, Rovereto, 2009

“Providing Multiple Units of a Good Eliminates the Endowment Effect”  
*Society for Judgment and Decision Making*, Chicago, November 2008

“Providing Multiple Units of a Good Eliminates the Endowment Effect”  
*Behavioral Decision Research in Management Conference*, San Diego, May 2008

“Providing Multiple Units of a Good Eliminates the Endowment Effect”  
*Society for Consumer Psychology*, New Orleans, February 2008

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”  
*Association for Consumer Research*, Memphis, October 2007

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”  
*EMAC*, Reykjavik, May 2007

“Consumers’ Stereotypes in the Presence of Others”  
*Association for Consumer Research*, Orlando, October 2006

“Causal Models and Judgment of Elapsed Time”  
*Association for Consumer Research*, Orlando, October 2006

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’ Preferences under Uncertainty”  
*Behavioral Decision Research in Management Conference*, Santa Monica, May 2006

“Perceived Causality as a Cue to Temporal Distance”  
*Society for Judgment and Decision Making*, Toronto, November 2005

“Two Wrongs Make a Right? Accidental Consensus in Predictions of Others’  
Preferences under Uncertainty”  
*Association for Consumer Research*, San Antonio, October 2005

“The Mere Presence of Others and Variety Seeking”  
*Society for Consumer Psychology*, St. Petersburg, February 2005

“Affect, Empathy and Regressive Mispredictions of Others’ Preferences under Risk”  
*Society for Judgment and Decision Making*, Minneapolis, November 2004

“Perceived Causality as a Cue to Temporal Distance”  
*Association for Consumer Research*, Portland, October 2004

“Affect, Empathy and Regressive Mispredictions of Others’ Preferences under Risk”  
*Association for Consumer Research*, Portland, October 2004

“Perceived Causality as a Cue to Temporal Distance”  
*Trans-Atlantic Doctoral Conference*, London Business School, May 2004

### **Presentations at Academic Institutions**

Tilburg University  
University of California, San Diego  
HEC - Paris  
University of Cologne  
University of Colorado, Boulder  
Lancaster University  
European School of Management and Technology  
University of Michigan  
University College London  
Hebrew University (School of Education)  
Koc University  
Bilkent University  
Erasmus University  
University of California, LA  
Cornell University  
London Business School  
New York University  
Yale University  
Northwestern University (Department of Psychology)

## TEACHING

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### **MBA:**

Marketing Core (Full Time MBA)  
Behavioural Economics and Decision Making (with Emre Ozdenoren)  
Global Business Experiences, Istanbul (2013)

### **Ph.D. Seminars:**

Consumer Behaviour  
Design and Analysis of Experiments  
Judgment and Decision Making  
Marketing Proseminar  
Social Perception Research

### **Executive Education:**

Emerging Leaders Programme (2011)  
ExxonMobil Graduate Development Programme (2008-2010)

## PROFESSIONAL ACTIVITIES – INTERNAL (London Business School)

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### Ph.D. Co-Adviser

Yangjie Gu (MKG) (with Simona Botti)  
Anja Schanbacher (MKG) (with Simona Botti)

### Ph.D. Committee Member:

Shruti Bhutada (OB)  
Kawon Kim (OB)  
Ramya Ranganathan (OB)  
Rellie Rozin-Derfler (OB)  
Martin Schweinsberg (OB)  
Yvetta Simonyan (MKG)

### Ph.D. Internal Examiner

Jennifer Carson (OB)  
Sun Young Lee (OB)  
Gang Zhang (OB)

### Committees and Projects

Assessment Committee (2013-2014)  
Faculty Advisor, LBS Alumni Segmentation Project  
MBA Programme Review Implementation Group (2011)  
Curriculum Committee, Marketing (2009-2014)  
School Survey Implementation Group (2010)  
Ph.D. Programme Coordinator, Marketing (with Rajesh Chandy, 2008)  
Behavioural Research Lab Ethics Committee (2008-2009)  
Recruiting Committee member (2006, 2009, 2012)  
Organizer, London Business School Marketing Seminar Series (2006-2007, 2014)

## **PROFESSIONAL ACTIVITIES - EXTERNAL**

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Member of Editorial Review Board, *Journal of Consumer Research*

Ad-hoc reviewer:

*Consciousness and Cognition*  
*International Journal of Research in Marketing*  
*Journal of Behavioural Decision-Making*  
*Journal of Consumer Research*  
*Journal of Economic Psychology*  
*Journal of Experimental Social Psychology*  
*Journal of Marketing Research*  
*Journal of Personality and Social Psychology*  
*Management Science*  
*Organizational Behavior and Human Decision Processes*  
*Psychological Science*

Co-chair, Behavioral Decision Research in Management (BDRM) Conference, 2014

Program Committee Member for *Association for Consumer Research*, 2008, 2011, 2012, 2013

Faculty Member, Doctoral Symposium, *Association for Consumer Research – Europe*, 2007

Member, American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making, Behavioral-Finance Forum.

## **INDUSTRY EMPLOYMENT**

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Klimatechniki, Greece (2000)

Consultant, Export Sales

Termo Teknik, Turkey (A subsidiary of Ideal Stelrad, UK) (1994-2000)

Assistant General Manager, Marketing