Jonathan Levav
Curriculum Vita – Updated as of December 9, 2013

Employment
Associate Professor of Business, Stanford University, 2011-present
Fletcher Jones Scholar 2012-2013
Class of 1967 Associate Professor of Business, 2007-2011
Assistant Professor of Marketing, 2003-2007
Columbia University, Columbia Business School

Education
Ph.D., Marketing, July 2003.
Duke University, The Fuqua School of Business, Durham, NC.

A.B., magna cum laude, Public and International Affairs, June 1996.
Princeton University, Princeton, NJ.

Awards

Dean’s Award for Excellence in Core Teaching, Columbia Business School, 2006.

Marketing Science Institute Young Scholar, 2005.


Hillel J. Einhorn New Investigator Award (awarded biennially by the Society for Judgment and Decision-Making), 2000.

James B. Duke Fellowship (Duke University).

Peer-Reviewed Articles


**Book Chapters**


**Papers Under Review**


**Working Papers**


Liu, W., Levav, J., & Kupor, D. Choices, interrupted.


Levav, J. When are affective forecasts self-fulfilling?: An accessibility-diagnosticity perspective on forecasts of enjoyment from repeated consumption.

**Selected Work In Progress**

Mental Resets. With N. Mead.

Compensatory Consumption As Self and Social Signaling. With M. Lisjak and D. Rucker.
Age Feeling and Consumer Behavior. With B. Rozenkrants.


Affect in the Selection of Reference Prices. With A. DePaoli.

The Effect of Power on Learning from Positive and Negative Outcomes. With B. Rozenkrants and D. Kupor.


**Conference Presentations**

2013
Also at Association for Consumer Research Annual Conference, Chicago, IL.
Evangelidis, I., & Levav, J. “Choice Utility.” Association for Consumer Research Annual Conference, Chicago, IL.
Also presented at Society for Judgment and Decision Making Annual Meeting, Toronto, Canada.
Klesse, A. K., Levav, J., & Goukens, K. “Preference expression modalities.” Association for Consumer Research Annual Conference, Chicago, IL.
Also at Society for Judgment and Decision Making Annual Meeting, Toronto, Canada.

2011

2010
Also at Association for Consumer Research Annual Conference, Jacksonville, FL and Society for Judgment and Decision Making Annual Conference, St. Louis, MO.
Liu, W. & Levav, J. “Preference, interrupted.” Association for
Consumer Research Annual Conference, Jacksonville, FL.

2009
Also presented at Society for Judgment and Decision Making Annual Conference, Boston, MA.

2008
Also presented at Behavioral Decision Research in Management Biennial Conference, San Diego, CA.
Also presented at Society for Judgment and Decision-Making Annual Conference, Chicago, IL.

2007
Also presented at Association for Consumer Research Annual Conference, Memphis, TN.

2006
Also presented at Association for Consumer Research Annual Conference, Orlando, FL.
Meyvis, T., Ratner, R., & Levav, J. “Why we don’t learn to accurately forecast our feelings: How the misremembering of our predictions blinds us to our past forecasting errors.” Behavioral Decision...


2005


Meyvis, T., Ratner, R., & Levav, J. “Why we don’t learn to accurately forecast our feelings: How the misremembering of our predictions blinds us to our past forecasting errors.” Society for Judgment and Decision Making Annual Conference, Toronto, Canada.

2004

Levav, J. & Fitzsimons, G. J. “Ease of mental representation and self-erasing errors of prediction.” Association for Consumer Research Annual Conference, Portland, OR.

2003


2002


Also presented at Association for Consumer Research Annual Conference, Orlando, FL.

2000
Levav, J. & Ariely, D. “Sequential variety-seeking in group settings: Taking the road less traveled and less enjoyed.” Hillel Einhorn Award Address, Society for Judgment and Decision Making Annual Conference, New Orleans, LA.

1999
Levav, J. & Ariely, D. “Sequential variety-seeking in group settings: Taking the road less traveled and less enjoyed.” Association of Consumer Research Annual Conference, Columbus, OH.
Fox, C., & Levav, J. “Ordering beliefs over events.” SPUDM Conference, Mannheim, Germany.
Fox, C., & Levav, J. “Ordering beliefs over events.” INFORMS Conference, Cincinnati, OH.

1998
Levav, J. & Ariely, D. “Taking one for the team: Collective variety-seeking and individual dissatisfaction.” Society for Judgment and Decision Making Annual Conference, Dallas, TX.
Fox, C., & Levav, J. “Familiarity bias in relative likelihood judgment.” Society for Judgment and Decision Making Annual Conference, Dallas, TX.

Invited Talks
2003
London Business School
Cornell University
Ben-Gurion University, Beer Sheva, Israel
Columbia University Center for Decision Research

2004
Hebrew University, Jerusalem, Israel

2005
University of Florida Marketing Camp

2006
University of Pennsylvania Decision Processes Seminar
University of Michigan
Ben-Gurion University, Beer Sheva, Israel
Hebrew University, Jerusalem, Israel
Washington University in St. Louis

2007
University of British Columbia
University of Colorado
University of St. Gallen, St. Gallen, Switzerland

2008
University of California, Los Angeles
Harvard Business School
Bilkent University Marketing Camp
University of Alberta
2009
Northwestern University
LMU Munich
Volkswagen University
2010
University of Chicago
HEC Paris
Rotterdam School of Management -- Erasmus University
Stanford University
University of California, Los Angeles
2011
University of Pennsylvania
Cornell University
2012
Catolica University, Lisbon, Portugal
University of California, Berkeley
Tedx Riodelaplata
2013
MIT
University of Zurich-ETH joint seminar in law and economics
AMA Sheth Doctoral Consortium Faculty
Israeli Air Force
University of California, Los Angeles

Reviewing


2006, 2010, 2011, 2012 ACR Program Committee Member
2010, 2013 Society for Consumer Psychology Program Committee Member

Service
At Columbia Business School:
Faculty Advisor to Cluster, 2005
Faculty Advisor, Chazen Study Tour to Russia, May 2005
Junior Faculty Recruiting Committee, 2006 – 2009
Behavioral Lab Committee, 2003 – 2010
Faculty Teaching Mentor, 2006-2007, 2010 - 2011
Ph.D. Program Committee, 2008 – 2011
Cross-Division Area (pan school) Recruiting Committee, 2009-2010

At Stanford GSB:
Faculty Director, GSB Behavioral Lab 2012 - present

Teaching
At Columbia Business School:
Marketing strategy (core course at Columbia)
  Daytime MBA
  Executive MBA

At Stanford GSB:
Product Launch (advanced core for MBA1s)
Launch to Liquidity (elective for MBA2s)