

Ellen R. K. Evers  
Curriculum Vitae

July 2021

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University of California, Berkeley  
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**CURRENT POSITION**

07-2015                      Assistant Professor Marketing, Haas School of Business, University of California, Berkeley

**PREVIOUS POSITIONS AND EDUCATION**

08-2014 – 08-2015      Post-doctoral researcher at OPIM (Operations and Information Management), the Wharton School, University of Pennsylvania.

09-2011 – 09-2014      PhD-student at TIBER (Tilburg Institute of Behavioral Economics Research), Tilburg University, Netherlands.  
Defended on 13 February 2015, (*Cum Laude*).

09-2009 – 09-2011      Research Master in Social and Behavioral Studies at Tilburg University, Netherlands, (*Cum Laude*).

09-2006 – 09-2009      Bachelor in Psychology at Tilburg University, Netherlands, (*Cum Laude*).

## JOURNAL ARTICLES

### Published

**Evers, E. R. K.,** Imas, A., & Kang, C. (in press) Mental Accounting, Similarity, and Preferences Over the Timing of Outcomes. *Psychological Review*

Inbar, Y. & **Evers, E. R. K.** (in press) Worse is Bad: Divergent Inferences From Logically Equivalent Comparisons. *Journal of Experimental Psychology: General*

Ryan, W., **Evers, E. R. K.**, & Moore, D. (in press) Poisson Regressions: More than a bit fishy. *Collabra*

Ryan, W. H., & **Evers, E. R. K.** (2021) Logarithmic Axis Graphs Distort Lay Judgment. *Behavioral Science & Policy, special issue on Behavioral Insights for COVID-19 and other pandemics.*

Morey, R., Kaschak, M. P., ..... **Evers, E. R. K.** (in press) A Pre-registered, Multi-lab Non-replication of the Action-sentence Compatibility Effect (ACE). *Psychonomic Bulletin and Review.*

Conner, P. & **Evers, E. R. K.** (2020) The bias of individuals (in crowds). *Perspectives on Psychological Science*

O'Donnel, M. & **Evers, E. R. K.** (2019) Preference Reversals in Willingness-to-Pay and Choice. *Journal of Consumer Research*

Van den Calseyde, P., Zeelenberg, M., & **Evers, E. R. K.** (2018) The impact of doubt on the experience of regret. *Organizational Behavior and Human Decision Processes.*

**Evers, E. R. K.**, Inbar, Y., & Blanken, I. (2017) When Do People Prefer Carrots to Sticks? A “Matching Principle” in Policy Evaluation. *Management Science.*

**Evers, E. R. K.**, van de Ven, N., & Weeda, D. (2015). The hidden cost of microtransactions: How increasing your power through microtransactions decreases your status. *International Journal of Internet Science.*

**Evers, E. R. K.**, Inbar, Y., & Zeelenberg, M. (2014). Set-fit effects in choice. *Journal of Experimental Psychology: General*, 143. 504-509.

Lakens, D., & **Evers, E. R. K.** (2014). Practical Recommendations to Increase the Informational Value of Studies. *Perspectives on Psychological Science*, 9. 278-292.

**Evers, E. R. K., & Lakens, D.** (2014). Revisiting Tversky's (1977) diagnosticity principle. *Frontiers in Psychology, special issue on "Replication Attempts of Important Results in the Study of Cognition"*, 5. 875.

### **Under review**

**Evers, E. R. K., O'Donnell, M., & Inbar, Y.** Arbitrary fairness in punishments and rewards. *Revise and resubmit at Journal of Experimental Psychology: General*

Donnelly, K., Compiani, G. & **Evers, E. R. K.** Time Periods Feel Longer When They Span More Category Boundaries: Evidence from the Lab and the Field. *3rd round at Journal of Marketing Research*

Howlett, S., Jarvis, S., & **Evers, E. R. K.** Advantage versus disadvantage framing effects on preferences for redistributive policies. *Under review at the Journal of Experimental Social Psychology*

Baum, S., **Evers, E. R. K., & Inbar, Y.** Perceived Exploitation in Quality Discrimination. *Under review at the Journal of Marketing Research*

**Evers, E. R. K., Ryan, W. H., & Lindenberg, S.** There is a potential collector in every consumer. *R&R at the Journal of Consumer Psychology*

O'Donnell, M. & **Evers, E. R. K.** Spending-guilt in consumer decisions. *R&R at Journal of Consumer Research*

### **Working papers**

Ryan, W. H., Baum, S., & **Evers, E. R. K.** Individuals anticipate regret condition on a bad outcome. *Reject for short report, invited to resubmit as longer article at Management Science*

**Evers, E. R. K., & Imas, A.** Proportion-based reference-points. *Planning to submit to JEP:G*

### **AWARDS & HONORS**

Unilever Research Award, 2011.

Jane Beattie Memorial Scholarship, 2012.

Aspo dissertation award, 2015.  
The Hellman fellowship, 2017  
Carol D. Soc graduate student mentoring award, 2020

## **INVITED TALKS**

Conditional regret. *Marketing seminar at UCSD, December 11, 2020*

Arbitrary Fairness. *Decision Processes seminar at Wharton, March 25, 2019*

Preference reversals in Willingness to Pay and Choice. *Marketing seminar Kellogg, February 20, 2019*

Preference reversals in Willingness to Pay and Choice. *Marketing seminar Tilburg, November 29, 2018*

Preference reversals in Willingness to Pay and Choice. *Marketing seminar UCLA, November 17, 2018*

Preference reversals in Willingness to Pay and Choice. *Marketing seminar Yale, September 22, 2018*

Preference reversals in Willingness to Pay and Choice. *Marketing seminar Stanford, January 31, 2018*

Preference reversals in Willingness to Pay and Choice. *Marketing seminar London Business School, June 18, 2018*

“Elicitation dependent “preference reversals”. *Behavioral Science seminar at Chicago Booth, April 17, 2017*

“Carrots vs. Sticks”. *Mors colloquium at UC Berkeley, February 28, 2017*

“Sets”. *Marketing colloquium at Wharton - Upenn, May 12, 2016*

“Carrots vs. Sticks”. *Psychology colloquium at UC Davis, May 9, 2016*

“Carrots vs. Sticks”. *IPSR seminar at UC Berkeley, October 7, 2015*

“Sets: How the organization of stimuli affects preferences and choice”. *SDS-seminar at Carnegie Mellon University in Pittsburgh, October 16, 2015.*

“Sets: How the organization of products affects preferences and choice”. *Colloquium at Free University in Amsterdam, February 19, 2015.*

“Sets: How the organization of products affects preferences and choice”. *Colloquium at University of Toronto psychology department, April 07, 2015.*

“Sets: How the organization of stimuli affects preferences and choice”. *SDS-seminar at Carnegie Mellon University in Pittsburgh, October 16, 2014.*

“Sets: How the organization of stimuli affects preferences and choice”. *The Shansby Marketing Seminar Series at Haas business school, UC Berkeley, November 17, 2014.*

## ORAL CONFERENCE PRESENTATIONS

**Evers, E. R. K., O’Donnell, M., & Inbar, Y.** (2021) Arbitrary Fairness. Paper presented at the 2021 Society for Consumer Psychology conference (online)

**Evers, E. R. K., O’Donnell, M., & Inbar, Y.** (2020) Arbitrary Fairness. Paper presented at the 2020 Society for Judgment and Decision Making conference (online)

O’Donnell, M, **Evers, E. R. K., & Nelson, L.** (2019) Spending guilt in consumer decisions. Paper presented at the 2019 TIBER (Tilburg Institute for Behavioral Research) conference in Tilburg, The Netherlands.

**Evers, E. R. K., O’Donnell, M., & Inbar, Y.** (2019) Arbitrary Fairness. Paper presented at the 2019 SPUDM (Subjective Probability, Utility and Decision Making) conference in Amsterdam, the Netherlands.

**Evers, E. R. K., O’Donnell, M., & Inbar, Y.** (2018) Arbitrary Fairness. Paper presented at the 2018 JDM (Judgment and Decision Making) conference in New Orleans, LA.

Imas, A., **Evers, E. R. K.** & Loewenstein, G. (2016) Revisiting the hedonic editing hypothesis. Paper presented at the 2016 JDM (Judgment and Decision Making) conference in Boston, MA.

O’Donnell, M. **Evers, E. R. K.** & (2016). *Elicitation based preference reversals*. Paper presented at the 2016 JDM (Judgment and Decision Making) conference in Boston, MA.

**Evers, E. R. K.** & O’Donnell, M. (2016). *Elicitation based preference reversals*. Paper presented at the 2016 TIBER (Tilburg Behavioral Economics Research) conference in Tilburg, The Netherlands.

**Evers, E. R. K., Imas, A., & Loewenstein, G.** (2016) Revisiting the hedonic editing hypothesis. Paper presented at the American Association for Consumer Research (ACR) conference in Berlin, Germany.

**Evers, E. R. K.** & O’Donnell, M. (2016). *Winter conference*

**Evers, E. R. K.** & O’Donnell, M. (2016). *Elicitation based preference reversals*. Paper presented at the 2016 TIBER (Tilburg Behavioral Economics Research) conference in Tilburg, The Netherlands.

**Evers, E. R. K., Inbar, Y., Blanken, I. & Oosterwijk, L.** (2016). *Carrots vs. Sticks: A matching effect in policy evaluation*. Paper presented at the 2016 BDRM (Behavioral Decision Research in Management) conference in Toronto, Canada.

**Evers, E. R. K., Inbar, Y., Blanken, I. & Oosterwijk, L.** (2015). *Carrots vs. Sticks: A matching effect in policy evaluation*. Paper presented at the 2015 JDM (Judgment and Decision Making) conference in Chicago.

**Evers, E. R. K., Inbar, Y., Blanken, I. & Oosterwijk, L.** (2015). *Carrots vs. Sticks: A matching effect in policy evaluation*. Paper presented at the 2015 SPUDM (Subjective Probability, Utility and Decision Making) conference in Budapest, Hungary.

- Evers, E. R. K., Inbar, Y., Blanken, I. & Oosterwijk, L. (2014).** *Carrots vs. Sticks: A matching effect in policy evaluation.* Paper presented at the 2014 ASPO (Association for Social Psychological Researchers) conference in Groningen, The Netherlands.
- Evers, E. R. K., Inbar, Y., Loewenstein, G. & Zeelenberg, M. (2013).** *Simple is better.* Paper presented at the 2013 ASPO (Association for Social Psychological Researchers) conference in Maastricht, The Netherlands.
- Evers, E. R. K., Inbar, Y. & Zeelenberg, M. (2013).** *Set-fit effects in choice.* Paper presented at the 2013 ACR (Association for Consumer Research) conference in Chicago, United States.
- Evers, E. R. K., Inbar, Y. & Zeelenberg, M. (2013).** *Set-fit effects in choice.* Paper Presented at the 2013 EACR (European Association for Consumer Research) conference in Barcelona, Spain.
- Evers, E. R. K., Inbar, Y. & Zeelenberg, M. (2013).** *Set-fit effects in choice.* Paper presented at the 2013 SPUDM (Subjective Probability, Utility and Decision Making) conference in Barcelona, Spain.
- Evers, E. R. K., Inbar, Y. & Zeelenberg, M. (2012).** *Set-based preference reversals.* Paper presented at the 2012 ASPO (Association for Social Psychological Researchers) conference in Tilburg, The Netherlands.
- Evers, E. R. K., Inbar, Y. & Zeelenberg, M. (2012).** *Set-based preference reversals.* Paper presented at the 2011 TIBER (Tilburg Institute for Behavioral Economics Research) conference in Tilburg, The Netherlands.
- Evers, E. R. K. & Zeelenberg, M. (2011).** *Gotta catch 'em all: Evidence of a set completion premium in consumer choices.* Paper presented at the 2011 SJDM (Society for Judgment and Decision Making) conference in Seattle, United States.
- Evers, E. R. K. & Zeelenberg, M. (2011).** *Gotta catch 'em all: Evidence of a set completion premium in consumer choices.* Paper presented at the 2011 SPUDM (Subjective Probability, Utility and Decision Making) conference in Londen (Kingston upon Thames), United Kingdom.
- Evers, E. R. K. & Zeelenberg, M. (2011).** *Gotta catch 'em all: Evidence of a completion premium in consumer-choice.* Paper presented at the 2011 TIBER (Tilburg Institute for Behavioral Economics Research) conference in Tilburg, The Netherlands.
- Evers, E. R. K. & Lammers, J. (2010).** *Waarom Obama wel, en Trump geen perspectief neemt: Divergerende effecten van type macht op perspectief nemen* [Why Obama does, but Trump does not take others' perspective: Diverging effects of type of power on perspective taking]. Paper presented at the 2010 ASPO (Association for Social Psychological Researchers) conference in Enschede, The Netherlands.
- Evers, E. R. K. & Keren, G. (2009).** *Temporal framing of normative equivalent quantities.* Paper presented at the 2009 SPUDM (Subjective Probability, Utility and Decision Making) conference in Rovereto, Italy.
- Evers, E. R. K. (2009).** *Het temporeel framen van prijsveranderingen* [The temporal framing of price-changes]. Paper presented at the 2009 ASPO (Association for Social Psychological Researchers) conference in Nijmegen, The Netherlands.

## TEACHING

- 2015-2020 Customer Insights – Fulltime & Evening Weekend MBA  
2019 PhD seminar on Consumer Decision Making  
2014 & 2015 Workshop on statistical inferences for PhD-students. Taught once at the J. F. Schouten graduate school and twice at the Kurt Lewin Institute.  
2012-2013 Undergraduate course on academic writing.  
2012-2013 Undergraduate course on communication and presentation skills.  
2012-2015 Supervising bachelor-thesis projects.

## SERVICE

### **Ad hoc reviewer for:**

*Journal of Marketing Research, Journal of Consumer Behavior, Journal of Consumer Psychology, Management Science, Advances in Methodology in Psychological Research, Journal of Experimental Psychology: Learning, Memory, & Cognition, Journal of Experimental Psychology: General, Emotion, Cognition & Emotion, British Journal of Social Psychology, Social Psychological and Personality Science, Thinking & Reasoning, Economics Letters*

### **Dissertation committee member for:**

*Hannah Perfecto (Haas, UC Berkeley), 2017  
Michal O'Donnell (Haas, UC Berkeley), 2019, chair  
Nicholas Light (UC Boulder), 2021, outside member  
Kristin Donnelly (Haas, UC Berkeley)  
Stephen Baum (Haas, UC Berkeley)*