

AMANDA E. GEISER

Curriculum Vitae

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CONTACT INFORMATION

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EDUCATION

University of California, Berkeley, Haas School of Business

Ph.D. in Behavioral Marketing, Expected 2026

Dissertation Committee: Ellen Evers (Advisor), Leif Nelson, Clayton Critcher, Deborah Small, and Dmitry Taubinsky

University of Pennsylvania

Master of Behavioral and Decision Sciences, 2021

Bachelor of Arts, Psychology (with distinction) and Philosophy, Politics, & Economics, 2019

RESEARCH INTERESTS

Judgment and Decision Making; Numerical Cognition; Preferences and Valuation

PUBLICATIONS

1. **Geiser, A. E.** & Nelson, L. D. (Conditionally Accepted). "Brief Commentary: Is '4 for \$16' Better than '4 for \$15.30'? Testing the Replicability of the Price Divisibility Effect." *Journal of Consumer Research*.
2. **Geiser, A. E.**, Silver, I., & Small, D. A. (2025). "Reluctance to Downplay: Asymmetric Sensitivity to Differences in the Severity of Moral Transgressions." *Psychological Science*, 36(3), 184-203.
3. Mehr, K. S., **Geiser, A. E.**, Milkman, K. L., & Duckworth, A. L. (2020). "Copy-paste prompts: A new nudge to promote goal achievement." *Journal of the Association for Consumer Research*, 5(3), 329-334.

WORKING PAPERS & UNDER REVIEW

4. **Geiser, Amanda** and Clayton Critcher. "The Limits of 'Unlimited' Offers: How Quantifying Constraints Can Increase Valuation." Revising for 3rd round review at the *Journal of Consumer Research*. **Job Market Paper**.
5. **Geiser, Amanda** and Jonathan Berman. "'I'll Do It If You Do': The Persuasive Power of Conditional Commitment." Revising for 2nd round review at the *Journal of Consumer Research*.
6. **Geiser, Amanda** and Ellen Evers. "How People Value Sets of Opportunities." Working paper.

SELECTED WORK IN PROGRESS

7. “Unpacking Risk Aversion,” with Ellen Evers. **Dissertation.**

Normative beliefs are an underappreciated contributor to risk aversion. People often want to take financial risks, yet refrain from doing so because they think they shouldn't.

8. “Ratios of Small Numbers Seem Larger,” with Carter Allen and Leif Nelson.

People see ratios of small numbers (e.g., “a 1 in 4 chance”) as larger than equivalent ratios of larger numbers (e.g., “a 25 in 100 chance”) and percentages (e.g., “a 25% chance”).

9. “Adjusting from Others,” with Ike Silver and Deborah Small.

Are people reluctant to condemn moral transgressions less than others do?

10. “Policy Leeway,” with Meiying Wang, Ozlem Tetik, and Jonathan Berman.

Do consumers prefer policies with built-in leeway (e.g., a speed limit of 45 mph that's enforced at 50 mph) over equivalent policies with no leeway (e.g., a speed limit of 50 mph that's enforced at 50 mph)?

CONFERENCE PRESENTATIONS

(This list includes only those for which I was the presenter.)

CHAired SYMPOSIA

1. Geiser, Amanda (2023, October), “Numeric Judgments and Decisions.” Association for Consumer Research, Seattle, WA.
2. Geiser, Amanda (2022, October), “Consumer Interdependence: Decision Making With and For Others.” Association for Consumer Research, Denver, CO.

ORAL PRESENTATIONS

3. Geiser, Amanda, Ike Silver, & Deborah Small (2025, October), “Reluctance to Downplay: Asymmetric Sensitivity to Differences in the Severity of Moral Transgressions.” Talk to be presented at Association for Consumer Research, Washington, DC.
4. Geiser, Amanda & Jonathan Berman (2025, April), “I’ll do it if you do: The persuasive power of conditional commitment.” Talk presented at California Schools Conference, Los Angeles, CA.
5. Geiser, Amanda & Ellen Evers (2024, November), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at Society for Judgment and Decision Making, New York, NY.
6. Geiser, Amanda & Ellen Evers (2024, September), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at Association for Consumer Research, Paris, France.
7. Geiser, Amanda & Clayton Critcher (2024, September), “The Limits of ‘Unlimited’ Offers: How Quantifying Constraints Can Increase Valuation.” Talk presented at Association for Consumer Research, Paris, France.
8. Geiser, Amanda & Ellen Evers (2024, June), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at Behavioral Decision Research in Management, Chicago, IL.
9. Geiser, Amanda & Ellen Evers (2024, April), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at California Schools Conference, San Diego, CA.

10. Geiser, Amanda & Clayton Critcher (2024, March), “The Limits of ‘Unlimited’ Offers: How Quantifying Constraints Can Increase Valuation.” Talk presented at Society for Consumer Psychology, Nashville, TN.
11. Geiser, Amanda & Leif Nelson (2023, November), “Ratios of Small Numbers Seem Larger.” Talk presented at Society for Judgment and Decision Making, San Francisco, CA.
12. Geiser, Amanda & Leif Nelson (2023, October), “How Small Numbers Impact Risk Perception.” Talk presented at Association for Consumer Research, Seattle, WA.
13. Geiser, Amanda & Clayton Critcher (2023, May), “The Limits of ‘Unlimited’ Offers: How Superficial Constraints Can Increase Valuation.” Talk presented at California Schools Conference, Berkeley, CA.
14. Geiser, Amanda & Jonathan Berman (2022, October), “I’ll do it if you do: The persuasive power of conditional commitment.” Talk presented at Association for Consumer Research, Denver, CO.
15. Geiser, Amanda & Joshua Lewis (2022, March), “Overhead as Investment: Reducing Overhead Aversion by Highlighting the Long-Term Benefits of Fundraising.” Talk presented at Society for Consumer Psychology, Virtual.

POSTER PRESENTATIONS

16. Geiser, Amanda, Ike Silver, & Deborah Small (2022, November), “Reluctance to downplay harm: Asymmetric scope sensitivity in moral condemnation.” Poster presented at Society for Judgment and Decision Making, San Diego, CA.
17. Geiser, Amanda & Ellen Evers (2022, February), “People Reject the Use of Optimal Management Practices by Non-Profit Firms.” Poster presented at Society for Personality and Social Psychology’s Judgment and Decision Making Preconference, Virtual.
18. Geiser, Amanda & Joshua Lewis (2022, February), “Overhead as Investment: Reducing Overhead Aversion by Highlighting the Long-Term Benefits of Fundraising.” Poster presented at Society for Judgment and Decision Making, Virtual.

GRANTS AND AWARDS

- AMA-Sheth Doctoral Consortium Fellow (2025).
- UC Berkeley XLab Grant — with Christina Owen and Leif Nelson (2024).
- Berkeley Haas Behavioral Lab Mini Grant — with Leif Nelson (2023).
- Berkeley Haas Behavioral Lab Mini Grant — with Ellen Evers (2021).

TEACHING AND MENTORING

- TA for MBA 253 & UGBA 157: Decision Making — Celia Gaertig (2022, 2023, 2024, 2025)
- TA for MBA 261 & EWMBA 261: Marketing Research — Leif Nelson (2023, 2024)
- Instructor for Marketing Research — Berkeley Business Academy for Youth (2023, 2024)
- Co-supervisor (with Leif Nelson) for undergraduate honors thesis in economics (2024)
- TA for MBA 206: Core Marketing — Clayton Critcher (2023)
- Guest lecturer in UGBA 160: Customer Insights — William Fanning (2023)
- Guest lecturer in UGBA 157: Decision Making — Celia Gaertig (2023, 2025)
- TA for MBA 260: Customer Insights — Ellen Evers (2022)