

# AMANDA E. GEISER

Curriculum Vitae

*Updated March 2026*

## CONTACT INFORMATION

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## EDUCATION

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### 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

## PUBLICATIONS

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1. **Geiser, A. E.** & Nelson, L. D. (Forthcoming). “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

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4. **Geiser, Amanda** and Clayton Critcher. “The Limits of ‘Unlimited’ Offers: How Quantifying Constraints Can Increase Valuation.” Revising for 3<sup>rd</sup> round review at the *Journal of Consumer Research*.
5. **Geiser, Amanda** and Jonathan Berman. “‘I’ll Do It If You Do’: The Persuasive Power of Conditional Commitment.” Revising for 2<sup>nd</sup> round review at the *Journal of Consumer Research*.
6. Cho, Kristine, **Amanda Geiser**, and Leif Nelson. “Too Basic to Be Expert: Consumers Believe Popular Preferences Indicate a Lack of Expertise.” Under review at the *Journal of Consumer Research*.
7. **Geiser, Amanda** and Ellen Evers. “How People Value Sets of Opportunities.” Working paper.

## CONFERENCE PRESENTATIONS

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(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 & Ellen Evers (2026, February), “How People Value Sets of Opportunities.” Talk presented at the Colorado Winter Conference on Marketing and Cognition, Steamboat Springs, CO.
4. 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.
5. 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.
6. 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.
7. Geiser, Amanda & Ellen Evers (2024, September), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at Association for Consumer Research, Paris, France.
8. 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.
9. Geiser, Amanda & Ellen Evers (2024, June), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at Behavioral Decision Research in Management, Chicago, IL.
10. Geiser, Amanda & Ellen Evers (2024, April), “People Underappreciate the Aggregate Impact of Unlikely Events.” Talk presented at California Schools Conference, San Diego, CA.
11. 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.
12. Geiser, Amanda & Leif Nelson (2023, November), “Ratios of Small Numbers Seem Larger.” Talk presented at Society for Judgment and Decision Making, San Francisco, CA.
13. Geiser, Amanda & Leif Nelson (2023, October), “How Small Numbers Impact Risk Perception.” Talk presented at Association for Consumer Research, Seattle, WA.
14. 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.
15. 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.
16. 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**

17. 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.
18. 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.
19. 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.

## **INVITED TALKS**

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- University College London, UCL School of Management (October 2025)
- Imperial College London, Imperial Business School (October 2025)
- Yale University, Yale School of Management (October 2025)
- Dartmouth College, Tuck School of Business (October 2025)
- University of Houston, C. T. Bauer College of Business (October 2025)
- University of Minnesota, Carlson School of Management (September 2025)

## **GRANTS AND AWARDS**

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- 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**

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- TA for MBA 253 & UGBA 157: Decision Making — Celia Gaertig (2022, 2023, 2024, 2025, 2026)
- TA for MBA 261 & EW MBA 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)

## **SERVICE, LEADERSHIP, AND AFFILIATIONS**

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Co-organizer of the 2023 California Schools Conference (annual conference for graduate students in marketing and behavioral decision making from UC Berkeley, UCLA, UCSD, USC, and Stanford)

Ad hoc reviewing: *Journal of Behavioral Decision Making*, *Journal of Personality*, *PCI Registered Reports*

Professional affiliations: Association for Consumer Research, Society for Consumer Psychology, Society for Judgment and Decision Making