

ASHLEY N. ANGULO

Curriculum Vitae

University of Oregon
Lundquist School of Business
Lillis 484
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CURRENT POSITION

University of Oregon
Lundquist School of Business
Assistant Professor of Marketing, Fall 2019-present

EDUCATION

University of California, Los Angeles-Anderson School of Management
Ph.D. in Management, Spring 2017
Dissertation: “Feelings of endowment in charitable giving decision-making”
Committee: Noah Goldstein, Daniel Oppenheimer, Craig Fox, Michael Norton

University of Chicago
B.A. in the College with General Honors, Psychology with Honors, Spring 2010
Honors Thesis: “Identifying one of the hurdles to accurate mind reading”
Advisor: Nicholas Epley

PAST POSITIONS

Carnegie Mellon University
Social and Decision Sciences
Postdoctoral Research Fellow, Fall 2018-Spring 2019
Advisor: Julie Downs

Disney Research
Behavioral Economics Group
Postdoctoral Research Fellow and Consultant, Summer 2017-Fall 2017
Advisor: Maarten Bos

University of Virginia
Psychology Department and Batten School of Public Policy & Leadership
Research Laboratory Coordinator, Fall 2010 – Summer 2011
Advisor: Benjamin Converse

RESEARCH INTERESTS

Judgment and Decision Making, Perceived Ownership, Persuasion, Charitable Giving

PUBLICATIONS

Jerez-Fernandez, A., Angulo, A. N., & Oppenheimer, D. M. (2014). Show me the numbers: Precision as a cue to others' confidence. *Psychological science*, 25(2), 633-635.

Goldstein, N. J., Angulo, A. N. (2018). Field experimentation: promoting environmentally friendly consumer behavior. In N. Mizik and D. M. Hanssens, Eds., *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy and Litigation Support* (502-511). Edward Elgar.

MANUSCRIPTS INVITED TO REVISE AND RESUBMIT

Angulo, A. N., Goldstein, N. J., Norton, M. I. Friendship fallout and bailout backlash: The psychology of borrowing and lending. Revise and resubmit at *Psychological Science*.

Angulo, A. N., Colby, H.A., Goldstein, N. J. Consequences of perceived ownership in charitable giving decisions. Revise and resubmit at *Journal of Consumer Research*.

Goldstein, N. J., Clark, P., Evans, S., Angulo, A.N. Self-generated social norms. Revise and resubmit at *Social Influence*.

MANUSCRIPTS IN PREPARATION

Angulo, A. N., Goldstein, N. J. Descriptive norms over time. (Five studies conducted, manuscript in preparation).

Angulo, A.N., Downs, J.S. Communicating pollution data to consumers. (Four studies conducted, website developed, manuscript in preparation).

Angulo, A.N., Li, J., Oppenheimer, D. Precise values and statistical victims. (Three studies conducted including archival data analysis, manuscript in preparation).

SELECTED PROJECTS IN PROGRESS

Angulo, A.N., Colby, H.A. Perceived ownership and online shopping repositories. (Three studies conducted, Society of Consumer Psychology conference presentation).

Angulo, A.N., Hagag, K., Loewenstein, G. The psychology of advice-giving. (Ongoing data collection).

HONORS & AWARDS

University of Oregon

New Junior Faculty Research Award, \$3,000 (2019).

The John and Emiko Kageyama Endowment Fund, \$1,000 (2020).

United States Environmental Protection Agency

“Democratization of Measurement and Modeling Tools for Community Action on Air Quality, and Improved Spatial Resolution of Air Pollutant Concentrations”
Postdoctoral researcher, Site Award: \$48,750 (2017-2019)

United States Department of Energy and Los Angeles Department of Water and Power
Grant: DE-EE0004019 and CB-USC-PS03
“Smart Grid Regional Demonstration Project- Customer Behavior Pilot Experiments”
Site Research Consultant, Site Award: \$350,000 (2011-2012)

University of California, Los Angeles
Dissertation Year Fellowship, \$20,000 (2016)
Dare to Care Award, \$3,000 (2015)
Center for Global Management, Research Assistant Award, \$6,500 (2014)
Eugene V. Cota-Robles Fellowship. \$21,000 (2011-2012)
Eugene V. Cota-Robles Fellowship. \$21,000 (2014-2015)
UCLA Anderson School Summer Fellowship, \$6,000 (2012,2013,2014, 2015)

Society for Personality and Social Psychology
Diversity Fund Travel Award, \$500 (2014)

Judgment and Decision Making Preconference, Society for Personality and Social Psychology
Student Travel Award, \$200 (2013)

IDC Herzliya School of Business
PhD summer school fellowship. Advisors: E. Tory Higgins and Adam Galinsky
Room & Board provided in Tel Aviv, Israel (2013)

University of Chicago
Dean’s List: all academic quarters (2006-2010)
PRISM Undergraduate Research Grant, \$300 (2009)
Odyssey Scholarship, \$6,400 (2009-2010)
Uncommon Fund Grant, \$3,200 (2010)
Allen R. Sanderson Economic Study Abroad Grant, \$500 (2008)

PRESENTATIONS (*Indicates presenter)

- * Angulo, A.N., Goldstein, N.J., Norton, M.I. (May 2020, cancelled due to Covid-19 concerns). Psychology of borrowing and lending. *Boulder Summer Conference on Consumer Financial Decision Making*.
- *Angulo, A.N., Li, J., Oppenheimer, D. (November 2019). Numeric Precision in Donation Requests. *Society of Judgement and Decision Making*, Montreal.
- *Angulo, A.N., Oppenheimer, D. (March 2018). Goldilocks numbers. Judgment and Decision Making Pre-Conference, *Society of Personality and Social Psychology*, Atlanta, GA.

- *Angulo, A.N., Colby, H., Goldstein, N.J. (November 2015). Strength of ownership counterintuitively increases charitable donations, *Society of Judgment and Decision Making*, Chicago.
- *Angulo, A.N., Colby, H., Goldstein, N.J. (August 2015). Strength of ownership counterintuitively increases charitable donations, *Academy of Management*, Vancouver.
- *Angulo, A.N. (March 2015). The Endowment effect and charitable giving. UCLA & Meiji University doctoral conference. Los Angeles, CA.
- *Goldstein, N.J., Angulo, A.N., Norton, M.I. (March 2015). Psychology of borrowing and lending. *Society for Personality and Social Psychology*, Long Beach, CA.
- *Angulo, A.N., Goldstein, N.J., Norton, M. (February 2014). Asymmetries in borrowing and lending. *Society for Personality and Social Psychology*, Austin, TX.
 - **Received Society for Personality and Social Psychology Diversity Fund Travel Award**
- *Goldstein, N.J., Angulo, A.N., Norton, M. (October 2013). The psychology of borrowing and lending. *Association for Consumer Research*, Chicago, IL.
- *Angulo, A.N & Oppenheimer, D. (January 2013). A vicarious confidence and accuracy measure when precision is salient. Judgment and Decision Making Pre-Conference, *Society of Personality and Social Psychology*, New Orleans, LA.
 - **Received Judgment and Decision Making Preconference (SPSP) Travel Award**
- *Angulo, A., & Epley, N. (April 2010). Disambiguating impressions. Poster presented at *Midwestern Psychological Association Conference*, Chicago, IL.
- *Angulo, A., & Epley, N. (October 2009) What do you think of me and how can I tell? Presented at PRISM Undergraduate Research Symposium, Chicago, IL.

MEDIA MENTION

- Forbes, “When Negotiating A Price, Never Bid With A Round Number.”
<https://www.forbes.com/sites/hbsworkingknowledge/2016/01/25/when-negotiating-a-price-never-bid-with-a-round-number/#50b97ac51889>
- Huffington Post, write up of “Show Me the Numbers” publication
http://www.huffingtonpost.com/wray-herbert/precisely-right-no-doubt_b_3781951.html
- Association for Psychological Science, “We’re Only Human” Web Series
<http://www.psychologicalscience.org/index.php/news/were-only-human/precisely-right-no-doubt-trust-me.html>
- Investment News, International interview on the role of confidence in investing
<http://www.investmentnews.com/article/20130909/FREE/130909922#>

Keen Trial Consulting, “Simple jury persuasion: the weaker the evidence, the more precise you become” <http://keenetrial.com/blog/2014/02/19/simple-jury-persuasion-the-weaker-the-evidence-the-more-precise-you-become/>

PROFESSIONAL SERVICE

Reviewer, *Organizational Behavior and Human Decision Processes*

Reviewer, *Journal of Experimental Social Psychology*

Reviewer, *Academy of Management Conference*

Reviewer, *Society for Personality and Social Psychology*

Co-reviewer, *European Journal of Social Psychology*

TEACHING EXPERIENCE

Research Methods

Persuasion and Social Influence

Consumer Behavior

Negotiations

Leadership Foundations

Organizational Behavior

Judgement and Decision Making

PROFESSIONAL AFFILIATIONS

American Marketing Association (2016-Present)

Academy of Management (2011- Present)

Association for Consumer Research (2013-Present)

Society for Judgment and Decision Making (2013-Present)

Society for Personality and Social Psychology (2010-Present)

PSI CHI: International Psychology Honors Society

Local Chapter Recruitment Officer (2009-2010)

Member (2008-Present)

UNIVERSITY SERVICE

University of Oregon

Graduate student advisor, 2019-present

Project Champion, Research Compliance Services, 2020

Carnegie Mellon University

Summer Undergraduate Research Apprenticeship Mentor, 2018

UCLA

President, PhD Advisory Council, Anderson School of Management (2014-2017)

Scientific Advisor, UCLA Grand Challenges Research Program (2016-2017)

Member, Leaders in Sustainability Program, (2011-2017)

Mentor, Grand Challenges Undergraduate Research Scholars Program, (2015-2016)

Mentor, Research Assistants, Anderson Behavioral Lab, (2011-2017)

PROFESSIONAL REFERENCES

Noah J. Goldstein, noah.goldstein@anderson.ucla.edu

Daniel Oppenheimer, doppenhl@andrew.cmu.edu

Michael I. Norton, mnorton@hbs.edu

Helen Colby, hcolby@iu.edu