

# Anuj K. Shah

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## Education

Ph.D. in Psychology  
Princeton University, 2010  
M.A. in Psychology  
Princeton University, 2007  
A.B. in Psychology and English Literature, summa cum laude  
Washington University in St. Louis, 2005

## Academic Positions

The University of Chicago Booth School of Business  
Associate Professor of Behavioral Science, 2016 –  
Assistant Professor of Behavioral Science, 2012 – 2016  
Neubauer Family Faculty Fellow 2013 – 2014  
Postdoctoral research associate, Princeton University 2010 – 2012  
Fellow, ideas42, Harvard University 2010 – 2011

## Honors and Awards

Behavioral Science & Policy Association Best Publication Award, 2021  
Poets & Quants “40 Best Business Professors Under 40”, 2018  
Finalist, TIAA-CREF Paul A. Samuelson Award for outstanding scholarly writing on lifelong financial security, 2013  
Runner-up, Hillel Einhorn New Investigator Award, 2011  
Dean’s Fund for Scholarly Travel, Princeton University, 2009  
Woodrow Wilson School Award for Most Outstanding Preceptor, 2009  
Psychology Department Award for Excellence in Teaching, Princeton University, 2009  
Fellowship of Woodrow Wilson Scholars, 2009 – 2010  
Association of Princeton Graduate Alumni Summer Travel Grant, 2007  
Centennial Fellowship, Princeton University, 2005 – 2010  
Arts & Sciences Class Marshal, Washington University, 2005  
Hyman Meltzer Memorial Award in Psychology for Outstanding Scholarship and Research,  
Washington University, 2005  
Phi Beta Kappa, 2005  
Sigma Xi, 2005  
Resident Advisor of the Year, Washington University, 2005

Booz-Allen-Hamilton VISION Scholarship, 2004

## Academic Publications

Shah, A. K., Zhao, J., Mullainathan, S., & Shafir, E. (2023). A scarcity literature mischaracterized with an empirical audit, *Proceedings of the National Academy of Sciences*, *126*, e2206054120.

Shah, A. K., & LaForest, M. L. (2022) Knowledge about others reduces one's own sense of anonymity. *Nature*, *603*, 297-301.

Shaddy, F., & Shah, A. K. (2022). When to use markets, lines, and lotteries: How beliefs about preferences shape beliefs about allocation. *Journal of Marketing*, *86*, 140-156.

Fishbane, A., Ouss, A., & Shah, A. K. (2020). Behavioral nudges reduce failure to appear for court. *Science*, *370*, eabb6591.

Sedlmayr, R., Shah, A. K., & Sulaiman, M. (2020). Cash-plus: Poverty impacts of alternative transfer-based approaches. *Journal of Development Economics*, *144*, 102418.

Shah, A. K., Mullainathan, S., & Shafir, E. (2019). An exercise in self-replication: Replicating Shah, Mullainathan, and Shafir (2012). *Journal of Economic Psychology*, *75*, 102127.

Yeomans, M. H., Shah, A. K., Mullainathan, S., & Kleinberg, J. (2019). Making sense of recommendations. *Journal of Behavioral Decision Making*, *32*, 403-414.

Hamilton, R., Thompson, D., Bone, S., Chaplin, L. N., Griskevicius, V., Goldsmith, K., Hill, R., John, D. R., Mittal, C., O'Guinn, T., Piff, P., Roux, C., Shah, A. K., Zhu, M. (2019). The effects of scarcity on consumer decision journeys. *Journal of the Academy of Marketing Science*, *47*, 532-550.

Hamilton, R., Mittal, C., Shah, A. K., Thompson, D., & Griskevicius, V. (2019). How financial constraints influence consumer behavior: An integrative framework. *Journal of Consumer Psychology*, *29*, 285-305.

Shaddy, F., & Shah, A. K. (2018). Deciding who gets what, fairly. *Journal of Consumer Research*, *45*, 833-848.

Shah, A. K., Mullainathan, S., & Shafir, E. (2018). An opportunity for self-replication. *Nature Human Behaviour*, *2*, 603.

Shah, A. K., Zhao, J., Mullainathan, S., & Shafir, E. (2018). Money in the mental lives of the poor. *Social Cognition*, *36*, 4-19.

Heller, S. B., Shah, A. K., Guryan, J., Ludwig, J., Mullainathan, S., & Pollack, H. (2017). Thinking fast and slow? Some field experiments to reduce crime and dropout in Chicago. *Quarterly Journal of Economics*, *132*, 1-54.

Shah, A. K., & Ludwig, J. (2016). Option awareness: The psychology of what we consider. *American Economic Review: Papers & Proceedings*, *106*, 425-429.

Shah, A. K. (2015). Social class and scarcity: Understanding consumers who have less. In M. Norton, D. Rucker, & C. Lamberton (Eds.), *The Cambridge Handbook of Consumer Psychology* (pp. 673-692).

Shah, A. K., Shafir, E., & Mullainathan, S. (2015). Scarcity frames value. *Psychological Science*, *28*, 402-412.

Shah, A. K., & Alter, A. L. (2014). Consuming experiential categories. *Journal of Consumer Research*, *41*, 965-977.

Shah, A. K., Mullainathan, S., & Shafir, E. (2012). Some consequences of having too little. *Science*, *338*, 682-685.

Shah, A. K., & Oppenheimer, D. M. (2011). Grouping information for judgments. *Journal of Experimental Psychology: General*, *140*, 1-13.

Zhao, J., Shah, A. K., & Osherson, D. (2009). On the provenance of judgments of conditional probability. *Cognition*, *113*, 26-36.

Shah, A. K., & Oppenheimer, D. M. (2009). The path of least resistance: Using easy to access information. *Current Directions in Psychological Science*, *18*, 232-236.

Shah, A. K., & Oppenheimer, D. M. (2008). Heuristics made easy: An effort-reduction framework. *Psychological Bulletin*, *134*, 207-222.

Shah, A. K., & Oppenheimer, D. M. (2007). Easy does it: The role of fluency in cue weighting. *Judgment and Decision Making*, *2*, 371-379.

Green, L., Myerson, J., Shah, A. K., Estle, S., & Holt, D. D. (2007). Do adjusting-amount and adjusting-delay procedures produce equivalent estimates of subjective value in pigeons? *Journal of the Experimental Analysis of Behavior*, *87*, 337-347.

## **Policy Papers**

Cooke, B., Diop, B. Z., Fishbane, A., Hayes, J., Ouss, A., & Shah, A. K. (2018). *Using behavioral science to improve criminal justice outcomes: Preventing failures to appear in court.*

Ludwig, J., & Shah, A. K. (2014). Think before you act: A new approach to preventing youth violence and dropout. *Discussion paper 2014-02 for The Hamilton Project*. Washington, DC: Brookings Institution.

## **Conference Proceedings**

Zhao, J., Shah, A. K., & Osherson, D. (2009). On the provenance of judgments of conditional probability. In N.A. Taatgen & H. van Rijn (Eds.), *Proceedings of the 31<sup>st</sup> Annual Conference of the Cognitive Science Society* (pp. 298 - 302). Austin, TX: Cognitive Science Society.

Oppenheimer, D. M., Shah, A. K., & Alter, A. L. (2008). Fluency and psychological distance. In B.C. Love, K. McRae, & V. M. Sloutsky (Eds.), *Proceedings of the 30<sup>th</sup> Annual Conference of the Cognitive Science Society* (pp. 1047-1050). Austin, TX: Cognitive Science Society.

## **Chaired Symposia**

Imas, A., & Shah, A. K. (2016, January). *The psychological consequences of scarcity*. Symposium to be presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, California. Speakers: Alex Imas, Anandi Mani, Frank Schilbach, Stephanie Tully.

## **Conference Presentations**

Dube, O., MacArthur, S. J., & Shah, A. K. (2022, November). A cognitive view of policing. Paper presented at the annual meeting of the International Association of Chiefs of Police, San Diego, CA.

Dube, O., MacArthur, S. J., & Shah, A. K. (2022, November). A cognitive view of police misconduct. Paper presented at the annual meeting of the Society for Judgment and Decision Making, San Diego, CA.

Shah, A. K. (2022, February). Impossible expectations for the poor. Paper presented at the annual meeting of the Society for Judgment and Decision Making (Virtual).

Shah, A. K. (2020, October). Impossible expectations for the poor. Paper presented at the annual meeting of the Association for Consumer Research (Virtual).

Shah, A. K., Furstenberg-Beckman, H., & LaForest, M. (2019, November). An illusion of mutual knowledge and its effects on prosociality. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Montreal, Canada.

Shaddy, F., & Shah, A. K. (2019, August). When and why people prefer markets versus lotteries. Paper presented at the biennial meeting for Subjective Probability, Utility, and Decision Making, Amsterdam, Netherlands.

Fishbane, A., Ouss, A., & Shah, A. K. (2018, November). Reducing failures to appear in New York City criminal courts. Paper presented at the annual meeting of the Society for Judgment and Decision Making, New Orleans, LA.

Shaddy, F., & Shah, A. K. (2017, October). Why some prices are fairer than others. Paper presented at the annual meeting of the Society of Experimental Social Psychology, Boston, MA

Shaddy, F., & Shah, A. K. (2017, February). Why some prices are fairer than others. Paper presented at the annual meeting of the Society for Consumer Psychology, San Francisco, CA.

Shaddy, F., & Shah, A. K. (2016, November). Why some prices are fairer than others. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Boston, MA.

Shaddy, F., & Shah, A. K. (2016, October). Why some prices are fairer than others. Paper presented at the annual meeting of the Association for Consumer Research, Berlin, Germany.

Shah, A. K. (2016, June). The expertise of the poor. Paper presented at the third Behavioral Exchange (BX2016).

Shah, A. K. (2016, May). The expertise of the poor. Paper presented at the triennial invitational Choice Symposium, Lake Louise, Canada.

Mani, A., Mullainathan, S., Niehaus, P., & Shah, A. K. (2016, January). The effect of cash transfers on patience and cognitive bandwidth among the poor. Paper presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, California.

Shah, A. K., Shafir, E., & Mullainathan, S. (2016, January). Seeing what isn't there. Paper presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, California.

Shah, A. K. (2016, January). The expertise of the poor. Paper presented at the annual meeting of the American Economic Association, San Francisco, CA.

Shah, A. K., & Ludwig, J. (2016, January). The cognitive accessibility of crime: Behavioral science and criminal behavior. Paper presented at the annual meeting of the American Economic Association, San Francisco, CA.

Heller, S., Shah, A. K., Guryan, J., Ludwig, J., Mullainathan, S., Pollack, H. (2015, November). Slowing down youth violence. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Chicago, IL.

- Heller, S., Shah, A. K., Guryan, J., Ludwig, J., Mullainathan, S., Pollack, H. (2015, September). Slowing down youth violence. Paper presented at the annual meeting of the Society of Experimental Social Psychology, Denver, CO.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2015, June). Thinking about scarcity. Paper presented at the annual European meeting of the Society for Consumer Psychology, Vienna, Austria.
- Heller, S., Shah, A. K., Guryan, J., Ludwig, J., Mullainathan, S., Pollack, H. (2015, June). Slowing down youth violence. Paper presented at the inaugural meeting of the Behavioral Science & Policy Association, New York, NY.
- Yeomans, M., Shah, A. K., Mullainathan, S., & Kleinberg, J. (2014, November). Recommender systems: Rise of the algorithms. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2014, November). Thinking about scarcity. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2014, October). Scarcity frames value. Paper presented at the annual meeting of the Association for Consumer Research, Baltimore, MD.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2014, October). Thinking about scarcity. Paper presented at the annual meeting of the Association for Consumer Research, Baltimore, MD.
- Shah, A. K., Ludwig, J., Mullainathan, S. (2014, July). Slowing down youth violence. Paper presented at the Greater Good Preconference at the biennial Behavioral Decision Research in Management conference, London, England.
- Shah, A. K., Schilbach, F., Schofield, H., & Mullainathan, S. (2014, June). The economic and psychological effects of chronic pain among low-income workers. Paper presented at the New Paths to Purpose Research Network meeting, Chicago, IL.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2014, May). Scarcity frames value. Paper presented at the annual RAND Behavioral Finance Forum, Washington, DC.
- Ludwig, J., & Shah, A. K. (2014, May). Think before you act: A new approach to preventing youth violence and dropout. Paper presented at The Hamilton Project, Washington, DC.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2012, November). The stable frame of scarcity. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Minneapolis, Minnesota.

- Shah, A. K., Shafir, E., & Mullainathan, S. (2012, February). Some consequences of having too little. Paper presented at the annual meeting of the Society for Consumer Psychology, Las Vegas, Nevada.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2012, January). Some consequences of having too little. Paper presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, California.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2011, September). Some consequences of having too little. Paper presented at the Psychology and Economics Workshop at the Stanford Institute for Theoretical Economics, Palo Alto, California.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2010, November). Saving and earning pennies: Resource scarcity and budgeting behavior. Paper presented at the annual meeting of the Society for Judgment and Decision Making, St. Louis, Missouri.
- Shah, A. K., & Oppenheimer, D. M. (2009, November). Categorical cue weighting. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Boston, Massachusetts.
- Shah, A. K., Shafir, E., & Mullainathan, S. (2009, November). Leveraging a theory of slack: How resource scarcity affects borrowing behavior. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Boston, Massachusetts.
- Zhao, J., Shah, A. K., & Osherson, D. (2009, July). On the provenance of judgments of conditional probability. Paper presented at the 31<sup>st</sup> Annual Conference of the Cognitive Science Society, Amsterdam, The Netherlands.
- Oppenheimer, D. M., Shah, A. K., & Alter, A. L. (2008, July). Fluency and psychological distance. Paper presented at the 30<sup>th</sup> Annual Conference of the Cognitive Science Society, Washington, D. C.
- Shah, A. K., & Oppenheimer, D. M. (2008, April). Fluency and intertemporal choice. Poster presented at the biennial Behavioral Decision Research in Management conference, San Diego, California.
- Shah, A. K., & Oppenheimer, D. M. (2007, November). Easy does it: The role of fluency in cue weighting. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, California.
- Shah, A. K., & Oppenheimer, D. M. (2007, August). Heuristics made easy: An effort-reduction framework. Paper presented at the biennial meeting for Subjective Probability, Utility, and Decision Making, Warsaw, Poland.

Shah, A. K., & Oppenheimer, D. M. (2006, November). Easy does it: The role of fluency in cue weighting. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Houston, Texas.

Shah, A. K., Green, L., & Myerson, J. (2005, August). Similarities and differences in the discounting of delayed rewards by humans and pigeons. Poster presented at the biennial meeting for Subjective Probability, Utility, and Decision Making, Stockholm, Sweden.

## **Invited Talks**

University of British Columbia Decision Insights for Business & Society, 2023

SPSP Intervention Science Preconference, 2023

Princeton University, 2021

Washington University in St. Louis, 2021

Behavior Change for Good Seminar Series, Wharton, 2020

University of Virginia, Batten School, 2020

David Eccles School of Business Traveling Scholars Seminar, Utah, 2019

Rotterdam School of Management, Erasmus, 2019

Rotman School of Management, Toronto, 2019

SPSP JDM Preconference, 2019

Behavioral Exchange, 2018

Georgetown McDonough School of Business, 2018

UCLA Anderson School of Management, 2018

Harvard Business School, 2018

Duke Fuqua School of Business, 2018

BIG Ideas Doctoral Workshop, Harvard Business School, 2017

NYU Stern School of Business, 2017

University of Maryland-College Park, 2017

Princeton University, 2017

Behavioral Exchange, 2016

Choice Symposium, 2016

Texas A&M, 2016

Herrenhausen Conference, 2015

Stanford GSB, 2015

University of Chicago Human Capital and Economic Opportunity Global Working Group, 2014

The Wharton School, 2012

Yale School of Management, 2011

Center for Behavioral Decision Research, Carnegie Mellon University, 2010

## **Funding**



National Collaborative on Gun Violence Research, Situational Decision-Making: A Training to Improve Officer Decision-Making in High-Stakes Situations (Co-PI), 2019-2021, \$722,240 (\$570,240 initial funding + \$152,000 additional funding)

JPAL North America, Nudging Chicago Youth Away from Dangerous Defaults: Evaluating the ChiPlan App (Co-PI), 2017, \$117,996

MacArthur Foundation, Applications of behavioral economics to violence and crime policy (PI), 2015-2017, \$500,000.

Alfred P. Sloan Foundation, 2014-06-16, The psychology of scarcity and slack and its implications for behavioral economics (Co-PI), 2014-2016, \$577,544

National Institute of Justice, 2013-R2-CX-0006, Behavioral Interventions in Offender Decision Making (PI), 2014 – 2016, \$760,230

Templeton Foundation New Paths to Purpose, The Economic and Psychological Consequences of Chronic Pain Among Low-income Workers (PI), 2014 – 2015, \$49,547

## **Selected Service and Activities**

*Science*, Board of Reviewing Editors, 2020 –

Scientific Advisory Board, ideas42 2012 –

SJDM Annual Meeting Program Committee, 2011 – 2014

SJDM Einhorn Reviewing Committee, 2015 – 2017

SPSP JDM Preconference Organizing Committee, 2014 – 2017

*Ad hoc reviewing for American Economic Review; Behavioral and Brain Sciences; Behavioural Public Policy; Cognition; Financial Planning Review; Journal of Experimental Psychology: General; Journal of Experimental Social Psychology; Journal of Cognitive Psychology; Journal of Consumer Research; Journal of Development Studies; Journal of Economic Psychology; Journal of Empirical Legal Studies, Journal of Marketing Research, Management Science, Journal of Personality and Social Psychology, Judgment and Decision Making, Proceedings of the National Academy of Sciences, Psychological Review, Psychological Science, Quarterly Journal of Economics, Science, Social Cognition, Social Influence; Social Psychological and Personality Science; National Science Foundation; Research Foundation of City University New York*

## **Professional Affiliations**

Association for Consumer Research

Association for Psychological Science

Behavioral Science & Policy Association

Society for Judgment and Decision Making

Society for Personality and Social Psychology