Shannon M. Duncan

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Updated October 19, 2026

ACADEMIC POSITIONS

Alberta School of Business, University of Alberta — Edmonton, AB
Assistant Professor of Marketing — July 2025-Present

EDUCATION

The Wharton School, University of Pennsylvania — Philadelphia, PA
PhD, Marketing — May 2025

- **Dissertation:** "Behavior Tracking Technology and Its Effect on Consumer Well-Being"
- **Dissertation Committee:** Marissa Sharif (Chair), Deborah Small, Barbara Mellers, Cait Lamberton, Stefano Puntoni

Teachers College, Columbia University — New York, NY
MS, Neuroscience in Education — February 2017

Marist College — Poughkeepsie, NY
BA, *Magna Cum Laude*, Psychology — May 2014

- **Minors:** Creative Writing and Spanish Language Studies

PREVIOUS EMPLOYMENT

Center for Decision Sciences, Columbia University — New York, NY
Associate Director — June 2017 – July 2019
Lab Manager — June 2016 – June 2017

PUBLICATIONS

Duncan, Shannon M., and Marissa A. Sharif (2026), "The Making Up for Failure Nudge: Framing Subgoals as Opportunities for Redemption Increases Goal

Persistence," *Journal of Marketing,* forthcoming. https://doi.org/10.1177/00222429261435604

Mrkva, Kellen, **Shannon M. Duncan,** Marissa A. Sharif, and Stanley Zuo (2025), "The Confirmation Nudge: Prompts to Switch or Confirm Initial Choices Steer Consumer Decisions," *Journal of Consumer Research,* forthcoming. https://doi.org/10.1093/jcr/ucaf049

- Select Media Coverage: *Knowledge at Wharton*

Composto, Jordana W., **Shannon M. Duncan,** Elke U. Weber, and Eric J. Johnson (2025), "A Meta-Analysis of Query Theory, a Psychological Process Account of Framing Effects," *Journal of Risk and Uncertainty, 71,* 53-71. https://doi.org/10.1007/s11166-025-09458-6

Duncan, Shannon M., Emma E. Levine, and Deborah A. Small (2024), "Ethical judgments of poverty depictions in the context of charity advertising," *Cognition, 245,* 105735. https://doi.org/10.1016/j.cognition.2024.105735

- Select Media Coverage: *Yale Insights*

Dellaert, Benedict, Eric J. Johnson, **Shannon Duncan**, and Tom Baker (2024), "Choice Architecture for Healthier Insurance Decisions: Ordering and Partitioning Can Improve Consumer Choice," *Journal of Marketing, 88*(1), 15-30. https://doi.org/10.1177/00222429221119086

- Finalist for the 2024 AMA/Marketing Science Institute/H. Paul Root Award

Frey, Renato, **Shannon Duncan**, and Elke U. Weber (2023), "Towards a Typology of Risk Preference: Four Risk Profiles Describe Two Thirds of Individuals in a Large Sample of the U.S. Population," *Journal of Risk and Uncertainty, 66,* 1-17. https://doi.org/10.1007/s11166-022-09398-5

Levine, Emma E. and **Shannon Duncan** (2022), "Deception and the Marketplace of Ideas," *Consumer Psychology Review, 5*(1), 33-50. https://doi.org/10.1002/arcp.1076

Jachimowicz, Jon., **Shannon Duncan,** Elke U. Weber, and Eric J. Johnson (2019), "When and Why Defaults Influence Decisions: A Meta-Analysis of Default Effects," *Behavioural Public Policy*, *3*(2), 159-186. https://doi.org/10.1017/bpp.2018.43

MANUSCRIPTS UNDER REVIEW

Duncan, Shannon M., Marissa A. Sharif, Shikha Kanwar, Maura Toner, and Miki Duruz, "How versus How and Why Nudges: When Stating Your Case Isn't as Effective," invited for 3rd Round Review at the *Journal of Consumer Research.*

Duncan, Shannon M., Marissa A. Sharif, and Jordan F. Etkin, "Checking Current Status More Frequently Decreases Satisfaction," under 2nd Round Review at the *Journal of Marketing.*

Duncan, Shannon M., Marissa A. Sharif, and Kaitlin Woolley**, "**The More You Have, The More You Want: How Having More Points Increases Motivation to Accumulate Even More**,"** invited for 2nd Round Review at the *Journal of Consumer Research*.

SELECTED WORK IN PROGRESS

Disentangling Misrepresentativeness and Inauthenticity in Deception with Emma E. Levine and Deborah A. Small. *Manuscript in preparation.*

Sunk Costs as Values with Joowon Klusowski. *Manuscript in preparation.*

Framing Pauses During Goal Pursuit with Rachele Ciulli. *Data collection in progress.*

How Goal Interface Design Influences Motivation and Perceptions with Rachele Ciulli. *Data collection in progress.*

ADDITIONAL PUBLICATIONS

Jachimowicz, Jon., **Shannon Duncan**, Elke U. Weber, and Eric J. Johnson (Spring 2020), "Defaults Are Not the Same by Default," *Rotman Management.*

Jachimowicz, Jon., **Shannon Duncan**, Elke U. Weber, and Eric J. Johnson (April 2019), "Defaults Are Not the Same by Default," *Behavioral Scientist.*

PEER-REVIEWED CONFERENCE PRESENTATIONS (* = presenter)

Duncan, Shannon*, Marissa A. Sharif, Shikha Kanwar, Maura Toner, and Miki Duruz (2026), "How versus How and Why Nudges: When Stating Your

Case Isn't as Effective," Talk presented at the *Behavioral Decision Research in Management,* New York, NY.

Duncan, Shannon*, Marissa A. Sharif, and Kaitlin Woolley (2025), "The More You Have, The More You Want: How Having More Points Increases Motivation to Accumulate Even More," Talk presented at the *Association for Consumer Research*, Washington, D.C.

Duncan, Shannon*, Emma E. Levine, and Deborah A. Small (2025), "What About Deception is Bad?: Disentangling Misrepresentation and Inauthenticity," Talk presented at the *Association for Consumer Research*, Washington, D.C.

Duncan, Shannon*, Marissa A. Sharif, Shikha Kanwar, Maura Toner, and Miki Duruz (2025), "How versus How and Why Nudges: When Stating Your Case Isn't as Effective," Talk presented at the *Society for Consumer Psychology,* Las Vegas, NV.

Duncan, Shannon*, Marissa A. Sharif, and Jordan F. Etkin (2024), "Checking Current Status More Frequently Decreases Satisfaction," Talk accepted for presentation at the *Behavioral Decision Research in Management Conference,* Chicago, IL (unable to attend due to COVID).

Duncan, Shannon*, Emma E. Levine, and Deborah A. Small (2024), "What About Deception is Bad?: Disentangling Misrepresentation and Inauthenticity," Talk presented at the *Society for Consumer Psychology,* Nashville, TN.

Wang, Feiyi, Ike Silver, Dylan Manfredi, **Shannon Duncan**, and Barbara Mellers (2023), "The Illusion of Effective Discussion in Group Judgment and in Advice Taking," Talk presented at the *Society for Judgment and Decision-Making*, San Francisco, CA.

Duncan, Shannon, Marissa A. Sharif, and Jordan F. Etkin (2023), "Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation," Talk presented at the *European Association for Consumer Research,* Amsterdam, Netherlands.

Duncan, Shannon, Marissa A. Sharif, and Jordan F. Etkin (2023), "Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance

Evaluation," Talk presented at the *Society for the Science of Motivation,* Washington, D.C.

Duncan, Shannon*, Marissa A. Sharif, and Jordan F. Etkin (2023), "Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation," Talk presented at the *Society for Consumer Psychology,* San Juan, PR.

Duncan, Shannon*, Marissa A. Sharif, and Jordan F. Etkin (2022), "Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation," Poster presented at the *Society for Judgment and Decision-Making,* San Diego, CA.

Duncan, Shannon*, Marissa A. Sharif, and Jordan F. Etkin (2022), "Too Much of a Good Thing: Frequent Checking Decreases Subjective Performance Evaluation," Talk presented at the *Association of Consumer Research,* Denver, CO.

Duncan, Shannon* and Marissa A. Sharif (2022), "Making Up for Failure: A Simple Nudge to Improve Goal Persistence," Talk presented at the *Society for Consumer Psychology.*

Duncan, Shannon*, Emma E. Levine, and Deborah A. Small (2022), "As Long As It's True, It's Okay: Lay Reactions to 'Poverty Porn'," Talk presented at the *Society for Consumer Psychology.*

Duncan, Shannon* and Marissa A. Sharif (2022), "Making Up for Failure: A Simple Nudge to Improve Goal Persistence," Talk presented at the *SPSP JDM Preconference.*

Duncan, Shannon* and Marissa A. Sharif (2021), "Making Up for Failure: A Simple Nudge to Improve Goal Persistence," Poster presented at the *Society for Judgment and Decision-Making.*

Duncan, Shannon*, Emma E. Levine, and Deborah A. Small (2021), "As Long As It's True, It's Okay: Lay Reactions to 'Poverty Porn'," Talk presented at the *Association of Consumer Research.*

Duncan, Shannon* and Marissa A. Sharif (2021), "Making Up for Failure: A Simple Nudge to Improve Goal Persistence," Talk presented at the *Association of Consumer Research.*

Duncan, Shannon*, Ulf Böckenholt, and Eric J. Johnson (October 2018), "When do More Options Produce Worse Choice?," Talk presented at the *Association for Consumer Research*, Dallas, TX.

Duncan, Shannon*, Ulf Böckenholt, and Eric J. Johnson, (November 2018), "When do More Options Produce Worse Choice?," Poster presented at the *Society for Judgment and Decision-Making*, New Orleans, LA.

Duncan, Shannon*, Ulf Böckenholt, and Eric J. Johnson (June 2018), "Do Too Many Options Make Choice Less Accurate?," Talk presented at the *Behavioral Decision Research in Management,* Boston, MA.

Duncan, Shannon* and Elke U. Weber (May 2017), "What Should I Do? Implied Endorsement Influences Wellness Decisions Via Query Theory Mechanisms." Poster presented at the *Association for Psychological Science,* Boston, MA.

Duncan, Shannon* and Elke U. Weber (November 2016), "What Should I Do? Implied Endorsement Influences Wellness Decisions Via Query Theory Mechanisms," Poster presented at the *Society for Judgment and Decision-Making*, Boston, MA.

Jachimowicz, Jon, **Shannon Duncan*,** and Elke U. Weber (November 2016), "A Glass Half-Full and A Glass Half-Empty: Understanding When and Why Defaults May Not Work," Talk presented at the *Society for Judgment and Decision-Making*, Boston, MA.

Kofler, Lilly M, Brian Huh, **Shannon Duncan**, and Elke U. Weber (November 2016), "Compared to what?: Norming Domain-Specific Risk-Taking," Poster presented at the *Society for Judgment and Decision-Making*, Boston, MA.

Huh, Brian, Salah Chafik, **Shannon Duncan**, and Eric J. Johnson (November 2016), "Examining Risk and Time Preferences Across Demographics," Poster presented at the *Society for Judgment and Decision-Making*, Boston, MA.

Jachimowicz, Jon, **Shannon Duncan,** and Elke U. Weber (August 2016), "A Glass Half-Full and A Glass Half-Empty: Understanding When and Why Defaults May Not Work," Talk presented at the *Academy of Management*, Anaheim, CA.

Jachimowicz, Jon, **Shannon Duncan,** and Elke U. Weber (June 2016), "A Glass Half-Full and A Glass Half-Empty: Understanding When and Why Defaults May Not Work," Talk presented at the *Behavioral Decision Research in Management*, Toronto, Canada.

Duncan, Shannon*, Brianna Todhunter, and Jingyi Gu (November 2015), "Risky Behavior, Religious Influence and Substance Use: Factors Predicting Arrest in Past Year Marijuana Users," Poster presented at the *Society for Judgment and Decision-Making*, Chicago, IL.

Duncan, Shannon*, Brianna Todhunter, and Jingyi Gu (October 2015), "Factors Predicting History of Arrest in Adult Marijuana Users," Poster presented at the *New England Psychological Association,* Fitchburg, MA.

Duncan, Shannon* and Kristin Jay (April 2014), "The Comorbidity of Binge Eating and Compulsive Buying," Talk presented at *Eastern Colleges Science Conference* at Marist College, Poughkeepsie, NY.

Duncan, Shannon* and Kristin Jay (March 2014), "The Comorbidity of Binge Eating and Compulsive Buying," Poster presented at the *Eastern Psychological Association*, Boston, MA.

RESEARCH SUPPORT

Development Grant, Alberta Real Estate Foundation, 2026
Strategic Research Initiatives Fund, University of Alberta, 2026
Revision Fund, Alberta School of Business, 2026
Killam Research Fund Cornerstone Seed Grant, University of Alberta, 2026
EFF-SAS Funding, Alberta School of Business, 2025
Puri-Bharadwaj PhD Research Fund, The Wharton School, 2024
Wharton AI & Analytics Initiative Grant, The Wharton School, 2023
Baker Retailing Center Research Fellowship, The Wharton School, 2023
Mack Institute for Innovation Management Fellowship, The Wharton School, 2022-2025
Russell Ackoff Doctoral Fellowship, The Wharton School, 2022
Psi Chi Fall Graduate Research Grant, 2015
Student Research Grant, Marist College, 2013

TEACHING EXPERIENCE

Instructor

Alberta School of Business, University of Alberta
(UG) Consumer Behavior (x2, Fall 2025-2026)
(UG and MBA) Sustainability and Responsible Marketing (Fall 2026)

Guest Lecturer

The Wharton School, University of Pennsylvania
(UG) Consumer Behavior (x2, 2023-2024)

Teaching Assistant

The Wharton School, University of Pennsylvania
(UG and MBA) Idea Generation and the Systematic Approach for Creativity (x3, 2022-2024)
(UG) Wharton Honors Thesis (x4, 2021-2025)
(UG, MBA, and PhD) Modern Data Mining (Spring 2022)
(UG) Data Science Academy, Wharton Global Youth Program (Summer 2022)
(MBA) Marketing for Social Good (Fall 2020)

HONORS AND AWARDS

AMA Sheth Doctoral Consortium Fellow (2024)
Fontaine Travel Grant (x2**,** 2023-2024)
GAPSA Travel Grant (2022)
George James Term Fund Travel Award (x2, 2021; 2024)
University of Pennsylvania Fontaine Fellow
Honorable Mention, APAGS Psychological Science Research Grant (2015)
Berlin School of Mind and Brain Travel Award (2015)
Recipient, Marist College Excellence in Psychology Award (2014)
6th Place, EPAGS Poster Competition (2014)
Honorable Mention, Marist College Top Honors Project (2014)
Psi Chi Honor Society (Marist College Chapter President, 2013-2014)
Sigma Tau Delta Honor Society
Alpha Chi Honor Society
Marist College Honors Program
Marist College Dean's List (x8, 2010-2014)
Marist College Dean's Circle
Teachers College Scholarship
Hudson Valley Scholarship
Joseph V. Romano Scholarship

SERVICE

Journal Reviewer

Ad Hoc Reviewer, Organizational Behavior and Human Decision Processes
Ad Hoc Reviewer, Journal of Behavioral Decision Making
Ad Hoc Reviewer, Journal of Risk and Uncertainty

Grant Reviewer

Ad Hoc Reviewer, Swiss National Science Foundation

Conference Service

Society for Judgment and Decision Making Reviewer
Society for Consumer Psychology Reviewer
European Association for Consumer Research Competitive Paper Reviewer
Volunteer, Society for Judgment and Decision Making Annual Conference (2021)
Volunteer, Behavioral Science and Policy Association Conference (2019)

University of Alberta Service

Faculty of Business Representative, Standing Committee on Convocation (2025-Present)

University of Pennsylvania Service

PhD Representative, Marketing Department Quinquennial Review Committee (2024)
Wharton Doctoral Council (Co-President 2022-2023, Board Member 2021-2022; 2023-2024)
PhD Student Mentor, Wharton Doctoral Council (2021-2022)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for the Science of Motivation
Center for Healthy Communities