

# Shannon M. Duncan

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Canada

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## ACADEMIC POSITIONS

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**Alberta School of Business, University of Alberta**  
Assistant Professor of Marketing

Edmonton, AB  
July 2025-Present

## EDUCATION

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**The Wharton School, University of Pennsylvania**  
PhD, Marketing

Philadelphia, PA  
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**  
MS, Neuroscience in Education

New York, NY  
February 2017

**Marist College**  
BA, *Magna Cum Laude*, Psychology

Poughkeepsie, NY  
May 2014

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

## PREVIOUS EMPLOYMENT

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**Center for Decision Sciences, Columbia University**  
**Associate Director**  
**Lab Manager**

New York, NY  
June 2017 – July 2019  
June 2016 – June 2017

## PUBLICATIONS

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Mrkva, Kellen, **Shannon M. Duncan**, and Marissa A. Sharif, “The Confirmation Nudge: Prompts to Switch or Confirm Initial Choices Steer Consumer Decisions,” conditionally accepted, *Journal of Consumer Research*.

Composto, Jordana W., **Shannon M. Duncan**, Elke U. Weber, and Eric J. Johnson, "A Meta-Analysis of Query Theory, a Psychological Process Account of Framing Effects," *Journal of Risk and Uncertainty*, forthcoming.

**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

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**Duncan, Shannon M.**, and Marissa A. Sharif, "The Making Up for Failure Nudge: Framing Subgoals as Opportunities for Redemption Increases Goal Persistence," invited for 3<sup>rd</sup> Round Review at the *Journal of Marketing*.

**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 2<sup>nd</sup> 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,” invited for 2<sup>nd</sup> Round Review at the *Journal of Marketing*.

## SELECTED WORK IN PROGRESS

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

Accumulating More Points with Marissa A. Sharif and Kaitlin Woolley. *Manuscript in preparation*.

Illusion of Effective Discussion with Feiyi Wang, Ike Silver, and Barbara Mellers. *Manuscript in preparation*.

## ADDITIONAL PUBLICATIONS

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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)

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**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 to be 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 to be 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**

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Checking Current Status More Frequently Decreases Satisfaction, Mack Institute for Innovation Management, Mack Institute Research Fellowship 2025 [\$6000]

How versus How and Why Nudges: When Stating Your Case Isn’t as Effective, Wharton Marketing Department, Puri-Bharadwaj PhD Research Fund 2024 [\$5000]

How versus How and Why Nudges: When Stating Your Case Isn’t as Effective, Mack Institute for Innovation Management, Mack Institute Research Fellowship 2024 [\$5000]

More is More: Accumulation Goals in Loyalty Points Programs. Baker Retailing Center, Baker Retailing Center Research Fellowship [\$5500]

Resetting the Clock: Dynamic Goal Setting Using Behavior Tracking Technology, Wharton Analytics, Wharton Analytics Research Fellowship 2023 [\$4500]

Resetting the Clock: Dynamic Goal Setting Using Behavior Tracking Technology, Mack Institute for Innovation Management, Mack Institute Research Fellowship 2023 [\$4500]

Making Up for Failure: A Simple Nudge to Improve Goal Persistence, Mack Institute for Innovation Management, Mack Institute Research Fellowship 2022 [\$7000]

Making Up for Failure: A Simple Nudge to Improve Goal Persistence, Risk Management and Decision Processes Center, Russell Ackoff Doctoral Fellowship 2022 [\$1000]

Defaults and Workplace Wellness, Psi Chi, Fall Graduate Research Grant 2015 [\$450]

The Comorbidity of Binge Eating and Compulsive Buying, Marist College VPAA, Student Research Grant [\$800]

## **TEACHING EXPERIENCE**

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Guest Lecturer - The Wharton School, University of Pennsylvania

Consumer Behavior – Prof. Marissa Sharif

- Spring 2023, Spring 2024

Teaching Assistant - The Wharton School, University of Pennsylvania

Idea Generation and the Systematic Approach for Creativity – Prof. Gideon Nave

- Fall 2022, Fall 2023, Fall 2024

Wharton Honors Thesis – Prof. Catherine Schrand

- Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025

Modern Data Mining - Prof. Linda Zhao

- Spring 2022

Data Science Academy, Wharton Global Youth Program – Prof. Linda Zhao

- Summer 2022

Marketing for Social Good - Prof. Deborah Small

- Fall 2020

## **HONORS AND AWARDS**

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AMA Sheth Doctoral Consortium Fellow, 2024

Fontaine Travel Grant, Spring 2023, Spring 2024

GAPSA Travel Grant, Fall 2022

George James Term Fund Travel Award, Fall 2021, Spring 2024

University of Pennsylvania Fontaine Fellow

Honorable Mention, APAGS Psychological Science Research Grant, Fall 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 (every semester)

Marist College Dean's Circle

Teachers College Scholarship

Hudson Valley Scholarship

Joseph V. Romano Scholarship

## **SERVICE**

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*Journal Reviewer*

Ad Hoc Reviewer, Organizational Behavior and Human Decision Processes

*Conference Service*

EACR Competitive Paper Reviewer

Volunteer, Society for Judgment and Decision Making Annual Conference, 2021

Volunteer, Behavioral Science and Policy Association Conference, 2019

*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

## **AFFILIATIONS**

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Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

Society for the Science of Motivation