

CHRISTOPHER K. HSEE

Ph.D., Yale University

B. A., the University of Hawaii

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RESEARCH INTERESTS

Happiness; marketing and consumer behavior, judgment and choice, behavioral economics, cultural psychology, and policy implications of these topics, especially in China

PUBLISHED AND FORTHCOMING PAPERS

- Yang, A., Hsee, C. K., Liu, Y. & Zhang, L. (2011). The supremacy of singular subjectivity: Improving consumer decisions by removing specifications and comparisons. Journal of Consumer Psychology.
- Shen, L., Hsee, C. K., Wu, Q. & Tsai, C. (2011). Overprediction and under-pricing in seller's pricing decisions. Journal of Behavioral Decision Making.
- Yang, A., Hsee, C. K., & Zheng, X. (2011). The ABIS: a survey method to distinguish between absolute versus relative determinants of happiness. Journal of Happiness Studies.
- Shen, L., Hsee, C. K., Zhang, J. & Dai, C. (2011). The art and science of guessing: A descriptive model of affective reactions to guesses. Emotion.
- Botti, S. & Hsee, C. K. (2010). Dazed and confused: How the temporal costs of choice freedom lead to undesirable outcomes. Organizational Behavior and Human Decision Processes.
- Hsee, C. K., Yang, X., & Wang, L. (2010). Idleness aversion and the need for justified busyness. Psychological Science.
- Hsee, C. K. & Zhang, J. (2010). General evaluability theory. Perspectives on Psychological Science.

- Hsee, C. K., Yang, Y., Li, N., & Shen, L. (2009). Wealth, warmth and well-being: Whether happiness is relative or absolute depends on whether it is about money, acquisition, or consumption. Journal of Marketing Research, 46(3), 396-409.
- Hsee, C. K., Xu, F. & Tang, N. (2009). Two recommendations on the pursuit of happiness. Journal of Legal Studies, 37, 115-132.
- Hsee, C. K., Yang, Y., Gu, Y., & Chen, J. (2009). Specification seeking: How product specifications influence consumer preferences. Journal of Consumer Research, 35(6), 952-966.
- Morewedge, C. K., Kassam, K. S., Hsee, C. K., & Caruso, E. M. (2009). Duration neglect depends on stimulus familiarity. Journal of Experimental Psychology: General, 138(2), 177-186.
- Tsai, I. & Hsee, C. K. (2009). A Behavioral account of compensation awarding decisions. Journal of Behavioral Decision Making, 21, 1-15.
- Hsee, C. K., Dubé, J. P., & Zhang, Y. (2008). The prominence effect in Shanghai apartment prices. Journal of Marketing Research, 45(2), 133-144.
- Hsee, C. K., Hastie, R., & Chen, J. (2008). Hedonomics: Bridging decision research with happiness research. Perspectives on Psychological Science, 3(3), 224-243.
- Hsee, C. K. & Tsai, C. (2008). Hedonomics in consumer behavior. In C. P. Haugtvedt, P. M. Herr, & F. R. Kardes (Eds.), Handbook of consumer psychology (pp 639-658). Mahwah, NJ: Lawrence Erlbaum Associates.
- Zhang, Y., Xu, F., & Hsee, C. K. (2008). An introduction to experimental design. In X. Chen, A. Tsui & L. Fah (Eds.), Empirical Methods for Organization and Management Research.
- Hsee, C. K. & Tang, J. (2007). Sun and water: On a modulus-based measurement of happiness. Emotion, 7(1), 213-218.
- Hsee, C. K. & Hastie, R. (2006). Decision and experience: Why don't we choose what makes us happy? Trends in Cognitive Sciences, 10(1), 31-37.
- Zhang, J., Hsee, C. K. & Xiao, Z. (2006). The majority rule in individual decision making. Organizational Behavior and Human Decision Processes, 99(1), 102-111.
- Hsee, C. K., Rottenstreich, Y., & Xiao, Z. (2005). When more is better? On the relationship between magnitude and subjective value. Current Directions in Psychological Science, 14(5), 234-237.

- Leclerc, F., Hsee, C. K., & Nunes, J. (2005). Narrow focusing: Why the relative position of a good in its category matters more than it should? Marketing Science, 24(2), 194-205.
- Hsee, C. K. & Zhang, J. (2004). Distinction bias: Misprediction and mischoice due to joint evaluation. Journal of Personality and Social Psychology, 86(5), 680-695.
- Hsee, C. K. & Rottenstreich, Y. (2004). Music, pandas, and muggers: On the affective psychology of value. Journal of Experimental Psychology: General, 133(1), 23-30.
- Nunes, J., Hsee, C. K., & Weber, E. U. (2004). Why are people so prone to steal software? The effect of cost structure on consumer purchase and payment intentions. Journal of Public Policy and Marketing, 23(1), 43-53.
- Hsee, C. K., Zhang J. & Chen J. (2004). Internal and substantive inconsistencies in decision making. In D. Koehler & N. Harvey (eds.) Blackwell Handbook of Judgment and Decision-making, Oxford, England: Blackwell.
- Hsee, C. K., Zhang, J., Yu, F. & Xi, Y. (2003). Lay rationalism and inconsistency between predicted experience and decision. Journal of Behavioral Decision Making, 16(4), 257-272.
- Hsee, C. K., Yu, F., Zhang, J., & Zhang Y. (2003). Medium maximization. Journal of Consumer Research, 30(1), 1-14.
- Schweitzer, M. E. & Hsee, C. K. (2002). Stretching the truth: Elastic justification and motivated communication of uncertain information. Journal of Risk and Uncertainty, 25(2), 185-201.
- Loewenstein, G. F., Weber, E. U., Hsee, C. K., & Welch, N. (2001). Risk as feelings. Psychological Bulletin, 127(2), 267-286.
- Rottenstreich, Y. & Hsee, C. K. (2001). Money, kisses, and electric shocks: On the affective psychology of risk. Psychological Science, 12(3), 185-190.
- Hsee, C. K. (2000). Attribute evaluability: Its implications for joint-separate evaluation reversals and beyond. In D. Kahneman & A. Tversky (eds.), Choices, Values and Frames (pp. 543-563). Cambridge, England: Cambridge University Press.
- Hsee, C. K. & Kunreuther, H. C. (2000). The affection effect in insurance decisions. Journal of Risk and Uncertainty, 20, 141-159.
- Weber, E. U. & Hsee, C. K. (2000). Culture and individual judgment and decision-making. Journal of Applied Psychology, 49(1), 32-61.

- Hsee, C. K. (1999). Value-seeking and prediction-decision inconsistency: Why don't people take what they predict they'll like the most? Psychonomic Bulletin and Review, 6(4), 555-561.
- Weber, E. U. & Hsee, C. K. (1999). Models and mosaics: Investigation of cross-cultural differences in risk perception and risk preference. Psychonomic Bulletin and Review, 6(4), 611-617.
- Hsee, C. K., Loewenstein, G. F., Blount, S. & Bazerman, M. H. (1999). Preference reversals between joint and separate evaluation of options: A review and theoretical analysis. Psychological Bulletin, 125(5), 576-590.
- Hsee, C. K. & Weber, E. U. (1999). Cross-national differences in risk preferences and lay predictions for the differences. Journal of Behavioral Decision Making, 12, 165-179.
- Hsee, C. K. (1998). Less is better: When low-value options are valued more highly than high-value options. Journal of Behavioral Decision Making, 11(2), 107-121.
- Hsee, C. K. & Leclerc, F. (1998). Will products look more attractive when presented separately or together? Journal of Consumer Research, 25(2), 175-186.
- Weber, E. U., Hsee, C. K., & Sokolowska, J. (1998). What folklore tells us about risk and risk taking: Cross-cultural comparisons of American, Chinese and German proverbs. Organizational Behavior and Human Decision Processes, 75(2), 170-186.
- Weber, E. U. & Hsee, C. K. (1998). Cross-cultural differences in risk perception, but cross-cultural similarities in attitudes towards perceived risk. Management Science, 44(9), 1205-1217.
- Hsee, C. K. & Weber, E. U. (1997). A fundamental prediction error: Self-other discrepancies in risk preference. Journal of Experimental Psychology: General, 126(1), 45-53.
- Hsee, C. K. (1996). The evaluability hypothesis: An explanation for preference reversals between joint and separate evaluations of alternatives. Organizational Behavior and Human Decision Processes, 67(3), 247-257.
- Hsee, C. K. (1996). Elastic justification: How unjustifiable factors influence judgments. Organizational Behavior and Human Decision Processes, 66(1), 122-129.
- Hsee, C. K. (1995). Elastic justification: How tempting but task-irrelevant factors influence decisions. Organizational Behavioral and Human Decision Process,

62(3), 330-337.

Hatfield, E., Hsee, C. K., Costello, J., Weisman, M. S. & Denney, C. (1995). The impact of vocal feedback on emotional experience and expression. Journal of Social Behavior and Personality, 10(2), 293-313.

Hsee, C. K., Salovey, P. & Abelson, R. P. (1994). The quasi-acceleration relation: Satisfaction as a function of the change in velocity of outcome over time. Journal of Experimental Social Psychology, 30(1), 96-111.

Salovey, P., Hsee, C. K. & Mayer, J. D. (1993). Emotional intelligence and the self-regulation of affect. In D. Wegner & J. Pennebaker (Eds.), The Handbook of Mental Control (pp 258-277). Eaglewood Cliff, NJ: Prentice Hall.

Hsee, C. K., Hatfield, E., & Chemtob, C. (1992). Assessments of the emotional states of others: Conscious judgments versus emotional contagion. Journal of Social and Clinical Psychology, 11(2), 119-128.

Hsee, C. K., & Abelson, R. P. (1991). The velocity relation: Satisfaction as a function of the first derivative of outcome over time. Journal of Personality and Social Psychology, 60(3), 341-347.

Hsee, C. K., Abelson, R. P., & Salovey, P. (1991). The relative weighting of position and velocity in satisfaction. Psychological Science, 2(4), 263-266.

Hsee, C. K., Hatfield, E., Carlson, J. & Chemtob, C. (1990). The effect of power on susceptibility to emotional contagion. Cognition and Emotion, 4(4), 327-340.

WORKING PAPERS

Hsee, C. K. & Zhang, J. (2010). Fate or fight? When free competition hurts.

Yang, X. & Hsee, C. K. (2010). The supremacy of singular subjectivity.

Hsee, C. K., Zhang, Y. & Zhang, Y. (2010). Outcome, time and risk: What's in common?

Yang, X. & Hsee, C. K. (2010). A survey method to identify absolute versus relative determinants of happiness.

Dai, C. & Hsee, C. K. (2010). Water, rope and condem: A newer look at motivated judgment.

Hsee, C. K. & Shen, L. (2010). Over-predicting and under-profiting in marketer pricing decisions.

Shen, L. & Hsee, C. K. (2010). The power of specious numbers: How apparently meaningless numbers increase motivation.

Hsee, C. K., Rottenstreich, Y. & Tang, J. (2010). Do people agree more about who is beautiful or who is ugly? Asymmetry in consensus and predictions between good and bad.

Hsee, C. K., Rottenstreich, Y. & Stutzer, A. (2008). Suboptimal choices and the need for experienced individual well-being in economic analysis.

Zhang, J. & Hsee, C. K. (2007). Skewness and happiness: When a few trips to a nice place will damper your daily experience?

Zhang, Y. & Hsee, C. K. (2008). Happiness pump: How to make consumers happy using illusory price discounts?

TEACHING

Courses taught:

Managerial Decision Making (Executive MBA)

Managerial Decision Making (MBA)

Managing in Organizations (MBA)

Negotiation and Decision-making Strategies for Managers (Executive Program)

Advanced Marketing Theory: Behavioral Approach (PhD)

Teaching Awards

McKinsey Award for Excellence in Teaching (2008) (generally regarded as the most prestigious teaching prize of Chicago GSB/Booth, awarded every two years to one faculty member).

Phoenix Award (2006) (nominated by students and awarded every year to one Chicago GSB/Chicago Booth faculty member).

PROFESSIONAL SERVICES

I am serving or have served on the editorial boards of Journal of Marketing Research,

Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making, Management and Organization Review, and Journal of Asian Business Studies.

I have served as an ad hoc reviewer for Journal of Accounting Research, American Economic Review, Current Directions in Psychological Sciences, Journal of Behavioral Decision Making, Emotion, Experimental Economics, Journal of Consumer Research, Journal of Economic Psychology, Journal of Experimental Psychology: General, Journal of Marketing Research, Journal of Personality and Social Psychology, Management and Organization Review, Management Science, Marketing Science, Organizational Behavior and Human Decision Processes, Perspectives on Psychological Sciences, Psychological Bulletin, Psychological Science, Psychonomic Bulletin and Review, Risk Analysis, grant proposals for National Science Foundation, and more.

I have co-organized Behavioral Decision Research in Management Conference (in Chicago), First International Happiness Conference (in Shanghai), and have served on the program committees of Association of Consumer Research Conference and International Association for Chinese Management Research Biannual Conference.

PROFESSIONAL PRESENTATIONS

Institutions where I have given invited talks (a partial list):

University of Texas in Austin, U.S. (2011)
Nanyang Business School, Singapore (2011)
Chinese University of Hong Kong, China (2011)
Zhejiang University, China (2011)
University of California in San Diego, U.S. (2011)
University of California in Los Angeles, U.S. (2010)
Columbia University, U.S. (2010)
Remin University, China (2010)
National University of Singapore, Singapore (2010)
Shanghai Jiaotong University, China (2010)
University of Michigan, U.S. (2009)
Peking University, China (2009)
Eastern China Normal University, China (2009)
Hong Kong University of Science and Technology, China (2009)
Chinese University of Hong Kong, China (2009)
Southwestern Jiaotong University, China (2009)
Shanghai Jiaotong University, China (2009)
Northwestern University (Kellogg), U.S. (2009)
University of Toronto, Canada (2009)
Yale University, U.S. (2008)
Harvard University, U.S. (2008)

Stanford University, U.S. (2008)
Shanghai Jiaotong University, China (2008)
Fudan University, China (2008)
Peking University, China (2008)
National University of Singapore, Singapore (2008)
Chongqing University, China (2008)
University of Miami, U.S. (2008)
University of Pennsylvania (Wharton School), U.S. (2007)
New York University (Stern School), U.S. (2007)
INSEAD, France (2007)
China Eastern Normal University, China (2007)
Shanghai Jiaotong University (Antai School), China (2007)
University of Chicago (Psychology Department), U.S. (2007)
McGill University, Canada (2006)
Graduate School of Chinese Academy of Sciences, China (2006)
Peking Normal University, China (2006)
China Eastern Normal University, China (2006)
Peking University, China (2005)
China Europe International Business School, China (2005)
Fudan University, China (2005)
Renmin University, China (2005)
Shanghai Jiaotong University, China (2005)
Shanghai University of Finance and Economics, China (2005)
Xiamen University, China (2005)
University of California, Los Angeles (UCLA), U.S. (2004)
University of Toronto, Canada (2004)
Eastern China Normal University, China (2004)
Fudan University, China (2004)
Institute of Psychology of Chinese Academy of Sciences, China (2004)
Peking University, China (2004)
Shanghai Jiaotong University, China (2004)
Zhejiang University, China (2004)
University of Texas-Austin, U.S. (2003)
Xi'an Jiaotong University, China (2003)
Nanjing University, China (2003)
Tsinghua University, China (2003)
University of Chicago (Graduate School of Business), U.S. (2003)
University of Illinois at Urbana-Champaign, U.S. (2003)
Yale University, U.S. (2003)
Columbia University, U.S. (2002)
China Europe International Business School, China (2002)
Fudan University, China (2002)
Northwestern University (Psychology Department), U.S. (2002)
Shanghai Jiaotong University, China (2002)
Peking University, China (2001)

Stanford University, U.S. (2001)
University of Michigan, U.S. (2001)
University of Southern California, U.S. (2001)
Yale University, U.S. (2001)
Duke University, U.S. (2000)
Fudan University, China (2000)
Northwestern University (Kellogg), U.S. (2000)
Cornell University, U.S. (1999)
University of Chicago (Graduate School of Business), U.S. (1999)
Center for Advanced Studies in Behavioral Science, Stanford, U.S. (1998)
University of Pennsylvania (Wharton School), U.S. (1998)
DePaul University, U.S. (1997)
Northwestern University (Kellogg), U.S. (1997)
Cornell University, U.S. (1996)
Hangzhou University, China (1996)
Ohio State University, U.S. (1996)
University of Chicago (Psychology Department), U.S. (1996)
Carnegie-Mellon University, U.S. (1993)
Northwestern University (Psychology Department), U.S. (1993)
Stanford University, U.S. (1993)
University of Chicago (Graduate School of Business), U.S. (1993)
University of Oregon, U.S. (1993)

Conferences where I have given refereed talks or invited/keynote speeches (a partial list):

Society for Judgment and Decision-making (SJDM) meeting, Seattle, U.S. (2011).
Association of Consumer Research, St. Louis, U.S. (2011)
Conference on Sustainable Happiness, Beijing, China (2011)
Emotion preconference at the SPSP conference, San Antonio, U.S. (2011).
Society for Judgment and Decision-making (SJDM) meeting, St. Louis, U.S. (2010).
Association of Consumer Research, Jacksonville, U.S. (2010)
First Chinese Positive Psychology Conference, Beijing, China (2010)
International Management Conference, Shanghai, China (2010)
Choice Symposium, Florida, U.S. (2010)
I/O Psychology conference, Shanghai, China (2010)
Society for Judgment and Decision-making (SJDM) meeting, Boston, U.S. (2009).
Association for Consumer Research conference, Pittsburgh, U.S. (2009).
Society for Personality and Social Psychology (SPSP) conference, Tampa, U.S. (2009).
JDM preconference at the SPSP conference, Tampa, U.S. (2009).
Society for Judgment and Decision-making (SJDM) meeting, Chicago, U.S. (2008).
SJDM Pre-conference: Using human nature to improve human life, Chicago, U.S. (2008).
Association for Consumer Research conference, San Francisco, U.S. (2008).
Behavioral Decision Research in Management (BDRM) Conference, San Diego, U.S. (2008).

International Association for Chinese Management Research (IACMR) Conference, Guangzhou, China (2008).

Be-Fi (Behavioral Finance) Conference, Miami, U.S. (2008).

Urban Life Development Conference, Hangzhou, China (2008).

Conference on Economic Development, Shanghai, China (2008).

Society for Judgment and Decision-making (SJDM) meeting, Long Beach, U.S. (2007).

Association for Consumer Research conference, Memphis, U.S. (2007).

Harvard Hedonic Adaptation Conference, Cambridge, U.S. (2007).

Academy of Management Conference, Philadelphia, US (2007).

International Happiness Conference, Shanghai, China (2007).

Human Resources and Professional Psychology Conference, Shanghai (2007).

Conference on Happiness, Law and Public Policy, Chicago, U.S. (2007).

Be-Fi (behavioral finance) Conference, Miami, U.S. (2007).

Society for Judgment and Decision-making (SJDM) meeting, Houston, U.S. (2006).

Association of Chinese Scientists and Engineers conference, Chicago, U.S. (2006)

Association for Consumer Research conference, Orlando, U.S. (2006)

International Association for Chinese Management Research Inaugural Conference, Nanjing, China (2006)

NBER Macroeconomics and Individual Decision-making Conference, Boston, U.S. (2006)

McGill Integrative Health Challenge Think Tank, Montreal, Canada (2006)

Society for Judgment and Decision-making (SJDM) Meeting, Houston, U.S. (2006)

The Greater China conference, Chicago, U.S. (2006)

Association for Consumer Research Conference, San Antonio, U.S. (2005)

Consumer Psychology in Transitional Market Conference, Washington DC, U.S. (2005)

Society of Personality and Social Psychology (SPSP) Conference, New Orleans, U.S. (2005)

American Psychological Society (APS) Conference, Chicago, U.S. (2004)

Business Statistics Conference, Beijing, China (2004)

Choice Symposium, Colorado, U.S. (2004)

2nd China EAP Conference, Beijing, China (2004)

International Conference of Talent Strategy and Entrepreneurship, Hangzhou, China (2004)

International Association for Chinese Management Research Inaugural Conference, International Positive Psychology Summit, Washington DC, U.S. (2004)

International Positive Psychology Summit, Washington DC, U.S. (2004)

Society for Consumer Psychology (SCP) Winter Conference, San Francisco, U.S. (2004)

Association for Consumer Research (ACR) Conference, Toronto, Canada (2003)

Paradox of Happiness in Economics Conference, Milan, Italy (2003)

Society for Judgment and Decision-making (SJDM) Meeting, Vancouver, Canada (2003)

Association for Consumer Research (ACR) Conference (2002)

Behavioral Decision Research in Management (BDRM) Conference (2002)

Association for Consumer Research (ACR) Conference (2001)

Institute for Operations Research & the Management Sciences (INFORMS) Conference (2001)

Society for Judgment and Decision-making (SJDM) meeting (2001)
Association for Consumer Research (ACR) Conference (2000)
Behavioral Decision Research in Management (BDRM) Conference (2000)
Society for Consumer Psychology (SCP) Winter Conference (2000)
Association for Consumer Research (ACR) Conference (1999)
Society of Judgment and Decision-making (SJDM) Meeting (1999)
Behavioral Decision Research in Management (BDRM) Conference (1998)
Choice Symposium, HEC (1998)
National Bureau of Economic Research (NBER) Insurance Project Meeting (1998)
Association for Consumer Research (ACR) Conference (1997)
Subjective and Probability, Utility and Decision-making (SPUDM) Conference (1997)
Society for Judgment and Decision-making (SJDM) meeting (1997)
Association for Consumer Research (ACR) Conference (1996)
International Conference of Conflict Resolution (1996)
Society for Judgment and Decision-making (SJDM) meeting (1996)
Society for Judgment and Decision-making (SJDM) meeting (1995)
Society for Judgment and Decision-making (SJDM) meeting (1994)
American Psychological Society (APS) Conference (1992)

MEDIA COVERAGE

My research has been featured by most of the major media outlets in China, including *CCTV* (Central China TV), *Sina.com*, *Oriental TV*, *21st Century Business Herald*, *Economic Observer*, *Oriental Outlook*, *China Newsweek*, *Jiefang Daily*, *Wenhui Daily*, *China Youth Daily*, *Reader*, *Evening News*, *China Radio International*, etc.

My research has also been reported in many major media outlets in the U.S., including *New York Times*, *TIME Magazine*, *Los Angeles Times*, *Economist*, *Psychological Observer*, *Psychology Today*, *Wall Street Journal*, etc.