

ASHLEY N. ANGULO

Curriculum Vitae

University of Oregon
Lundquist School of Business
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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. Third Round 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*.

Jahn, S., Angulo, A.N., Dannewald, T., Boztug, Y. Market reference points and food preference. Reject and resubmit at *Journal of the Academy of Marketing Science*.

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., Park, S. Precise values and statistical victims. (Twelve studies conducted including archival data analysis, manuscript in preparation).

SELECTED PROJECTS IN PROGRESS

Angulo, A.N., Gamlin, J. (equal authorship). Disposal considerations in consumer behavior. (Four studies in collection.)

Angulo, A.N., Colby, H.A. Perceived ownership and online shopping. (Four studies conducted).

Park, S., Angulo, A.N., Rituals and Consumer Behavior. (Eight studies conducted).

Frank, A., Angulo, A.N., Charitable Giving and FinTech.

Angulo, A.N., Hagag, K., Loewenstein, G. The psychology of advice-giving.

HONORS & AWARDS

University of Oregon

Consumer Protection Grant, \$2,400 (2021).
Smith Fund, \$500 (2021).
New Junior Faculty Research Award, \$3,000 (2019).
The John and Emiko Kageyama Endowment Fund
\$1,000 (2020)
\$1,000 (2022)

Carnegie Mellon University

Dietrich College Sophomore celebration student voted invitee

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)

PRESENTATIONS (**Indicates presenter*)

- Park, S., Angulo, A.N., (October 2022). The Elevation Effect: Rituals Perceptually Transform Products into Experiences. *Association of Consumer Research*.
- * Angulo, A.N., Goldstein, N.J., Norton, M.I. (May 2022). Psychology of borrowing and lending. *Boulder Summer Conference on Consumer Financial Decision Making*.
- * Angulo, A.N., Goldstein, N.J., Norton, M.I. (April 2021). Friendship Fallout and Bailout Backlash: They Psychology of Borrowing and Lending. *Lundquist college of business quarterly faculty meeting*.
- * 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. Goldstein, N.J., Norton, M.I (November 2019). Friendship Fallout: Borrowing and Lending. *University of Oregon Psychology Department Brownbag*.
- *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, *Journal of Experimental Psychology-Applied*
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, *Journal of Personality and Social Psychology*
Co-reviewer, *European Journal of Social Psychology*

TEACHING EXPERIENCE

Marketing Research-undergraduate and MBA
Consumer Behavior-undergraduate
Negotiations-undergraduate, MBA, Executive MBA

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)
 Poster Reviewer (2020)
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
 Behavioral Research Institute, Co-director, 2022
 School of Journalism, Science Communication Research, Faculty Associate, 2022
 Hiring committee, sports business instructor, 2022
 Graduate student advisor, 2019-present
 Project Champion, Research Compliance Services, 2020
 McNair Mentor, 2020-present
 Undergraduate honors thesis mentor
 Emily Rowe, 2022
 Dissertation Committee member
 Katherine Denning, 2021
 Sarah R Lieber, 2022

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)