

**Joowon Klusowski**  
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3730 Walnut St., Philadelphia PA 19104  
jwkk@wharton.upenn.edu

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**Education**

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Ph.D., Marketing and Psychology, University of Pennsylvania      2017 - 2021 (expected)

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**Employment**

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Research Fellow, Harvard University      2014 - 2017

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**Research Interests**

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Numeric Judgments and Decisions, Choice, Behavior Change

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**Papers**

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Klusowski, J., Small, D.A., & Goldenberg, J. Even Number Preference in Quantity Decisions. Manuscript under review at *Journal of Marketing Research*.

Milkman, K.L., ... , Klusowski, J., ..., Duckworth, A.L. A Mega-Study Approach to Applied Behavioral Science. Manuscript under review at *Nature*.

Klusowski, J., Small, D.A., & Simmons, J.P. (2021). Does choice cause an illusion of control? *Psychological Science*, 32(2), 159–172.

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**Other Papers**

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Lerner, J.S., Dorison, C.A., & Klusowski, J. (in press). Theories and frameworks for understanding emotion and decision making. In A. Scarantino (Ed.), *Routledge handbook of emotion theory*. Abingdon, Oxfordshire: Routledge.

Dorison, C.A., Klusowski, J., & Lerner, J.S. (2019). Emotion in organizational judgment and decision making. *Organizational Dynamics*. Advance online publication.

## Presentations

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Klusowski, J., Small, D.A., & Simmons, J.P. (2019). Does choice cause an illusion of control? Paper presented at the Society for Judgment and Decision Making Conference.

Klusowski, J., Small, D.A., & Simmons, J.P. (2019). Does choice cause an illusion of control? Paper presented at the Association for Consumer Research Conference.

Ganz, M., Kim, J., & Lerner, J.S. (2017). *Leadership, agency, and public narrative*. Poster presented at the SPSP Annual Convention, San Antonio, TX.

Kim, J., Pendleton, B.T., & Lerner, J.S. (2016). *The effect of anger on complexity of thought and choice for military action: A randomized field experiment with senior national security officials*. Poster presented at the SPSP Annual Convention, San Diego, CA.

## Teaching Assistance

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University of Pennsylvania 2018

- Marketing for Social Impact (undergraduate-level)

Harvard University 2014 - 2017

- Leadership Decision Making (executive-level)
- Leadership Decision Making (graduate-level)
- Reason, Passion, and Policy Making (graduate-level)

The U.S. Army Special Forces 2014

- Leadership Professional Development Training (executive-level)

## Awards, Grants, and Honors

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Mack Institute Research Fellowship 2020  
("Reference Point Dependence under Dynamic Pricing" with J.P. Simmons)

Russell Ackoff Doctoral Student Fellowship 2020  
("Numeric Judgments and Decisions" with D.A. Small)

Russell Ackoff Doctoral Student Fellowship 2019  
("A Further Investigation into the Benefits of Choice" with D.A. Small),

Russell Ackoff Doctoral Student Fellowship 2018  
("Decision Maker Satisfaction with Algorithm-based Choice" with D.A. Small)

## Professional Services

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### Journal Reviews

- PeerJ

### Conference Reviews

- CogSci
- Society for Consumer Psychology Conference
- Wharton-INSEAD Doctoral Conference

### Conference Volunteer

- Society for Judgment and Decision Making
- Behavioral Exchange

## References

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Deborah Small

Laura and John J. Pomerantz Professor of Marketing

Professor of Psychology

University of Pennsylvania

deborahs@wharton.upenn.edu

Joseph Simmons

Professor of Operations, Information, and Decisions

University of Pennsylvania

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Jennifer Lerner

Thornton Bradshaw Professor of Public Policy, Decision Science, and Management

Harvard University

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