

September 12, 2022

SHEENA S. IYENGAR

S.T. Lee Professor of Business at Columbia Business School, Columbia University

Email: siyengar@columbia.edu

Website: sheenaiyengar.com

Mobile: (646) 770-4642



EDUCATION

Stanford University

Ph.D. in Social Psychology, December 1997

Dissertation: Choice and its Discontents, Recipient of the Best Dissertation Award for the Society for Experimental Social Psychology, October 1998

University of Pennsylvania, Dual Degree

Wharton School of Business, Bachelor of Science in Economics with a Concentration in Statistics, May 1992

College of Arts and Sciences, Bachelor of Arts with a Major in Psychology and a Minor in English, May 1992

ACADEMIC POSITIONS

* Add Hub title position once we receive it

S.T. Lee Professor of Business

Columbia Business School

November 2009–Present

Faculty Director

Eugene Lang Entrepreneurship

Columbia University

July 2014–June 2015

S.T. Lee Professor of Business

Columbia Business School

November 2009–Present

Full Professor

Columbia Business School

July 2007–October 2009

Visiting Associate Professor

London Business School

January 2007–June 2007

Tenured Associate Professor

Columbia Business School

July 2005–June 2007

Invited Fellow

Institute for Advanced Study

Princeton University

September 2005–June 2006

Whitebox Advisors Visiting Scholar

International Center for Finance

Yale University

Summer 2004

Sanford C. Bernstein Untenured Associate Professor*Columbia Business School*

July 2001–June 2005

Assistant Professor*Columbia Business School**July 1998–June 2001***Assistant Professor***Sloan School of Management**Massachusetts Institute of Technology*

July 1997–June 1998

BOOKS

Think Bigger (in press February 2023)

Think Bigger Workbook

Find your Blue (in progress)

Art of Choosing

The Art of Choosing by Sheena Iyengar, 2010. New York: Twelve Publishers, an imprint of Hachette Book Group. (Translated in 20 languages)*The Choice Diary* by Sheena Iyengar, 2012. Tokyo: Bunshun Bunko. (In Japanese only)*Think Bigger: The Method for Out of the Box Thinking* by Sheena Iyengar, Expected Publication in January 2023*Think Bigger Workbook: The Guide for Getting Your Best Ideas* by Sheena Iyengar, Carl Blaine Horton, and William Duggan, Expected Publication in January 2023*Find Your Blue* by Sheena Iyengar, to be published by W.W. Norton TBA.**BOOK AWARDS AND HONORS****Social enterprise award****Thinkers50**

2021

Excellence in Teaching Award Summer 2022

Summer 2022

2022 the Outstanding 50 Asian Americans in Business Award

September 2022

The Jerome A. Chazen Institute of Global Business Research Grant

Summer-Fall 2020

Voted Among Top 50 Most Influential Business Thinkers, Thinkers50

November 2019

B.F. Skinner Lecturer, ABAI 43rd Annual Convention

May 2017

Graduation Keynote Speaker, Columbia Business School, Global Center Asia

May 2017

GovLab Faculty Member Recipient of Three-Year Research Network Grant on Opening Governance, MacArthur Foundation

January 2014

President's Global Innovation Fund Grant Recipient, Columbia University

August 2013

EMBA Commitment to Teaching Excellence Award, Columbia Business School

April 2013

World's Best B-School Professors, Columbia Business School, Poets and Quants

October 2012

Dean's Award for Outstanding Core Teaching, Columbia Business School

September 2012

Best Article Award, Journal of Consumer Research

September 2012

Most Innovative Symposium Award, Academy of Management

August 2001

Voted Among Top 50 Most Influential Business Thinkers, Thinkers50

November 2011

Misumi Award, 6th AASP Conference in New Zealand, Japanese Group Dynamics Association

April 2005

Innovation in the Curriculum Teaching Award (Group Award), Columbia Business School

Fall 2005

Presidential Early Career Award for Social Scientists Executive Office, President of the United States Office of Science and Technology Policy

January 2002

Best Dissertation Award Society for Experimental Social Psychology

October 1998

Grant Recipient Citigroup Behavioral Sciences Research Council

January 1997 – July 2000

Dissertation Fellow National Institute of Mental Health

1996–1997

Graduate International Research Fellowship National Security Education Program
1995

Research Fellow Stanford Center for Conflict and Negotiation
1994–1995

Publisher’s Award for Excellence (The Art of Choosing) **India Abroad**
June 2011

Honouree Sikh Centennial Gala
April 2011

Top Ten Business & Investing Books of 2010 (The Art of Choosing) **Amazon.com**
November 2010

Best Business Books of the Year 2010 (The Art of Choosing) **Financial Times & Goldman Sachs**
September 2010

#4 Bestseller (The Art of Choosing, Japanese edition) **Amazon.co.jp**
March 1, 2011 and Dec 26, 2011

Gold Medal in General Business/Economics (The Art of Choosing) **Axiom Business Book Awards**
March 2011

#12 on the Business Book Bestseller List (The Art of Choosing) on Inc. Magazine & 800-CEO-READ
February 2011

#4 Non-Fiction Bestseller (The Art of Choosing) **India Today**
August – September 2010

TEACHING

Core Courses:

- *Leadership Development, MBA, Columbia Business School*
- *Leadership and Organizational Change, EMBA, Columbia Business School*

Electives Created:

- *Think Bigger (MBA, EMBA)*
- *Innovation Salon*
- *Thinking Globally*
- *Entrepreneurial Creativity*
- *Managerial Decision Making*

Doctoral Seminars:

- *Perspectives on Authenticity, Columbia Business School (Spring 2017)*
- *Research Methods*

PEER-REVIEWED ARTICLES.

Sethi, S., & Seligman, M.E.P. (1993). Optimism and Fundamentalism. *Psychological Science*, 4, 256-259.

Sethi, S., & Seligman, M.E.P. (1994). The Hope of Fundamentalists. *Psychological Science*, 5, 58.

Iyengar, S.S., & Lepper, M.R. (1999). Rethinking the Value of Choice: A Cultural Perspective on Intrinsic Motivation. *Journal of Personality and Social Psychology*, 76, 349-366.

Iyengar, S.S., & Lepper, M.R. (2000). When Choice Is Demotivating: Can One Desire Too Much of a Good Thing? *Journal of Personality and Social Psychology* 79, 995-1006.

Hernandez, M., & Iyengar, S.S. (2001). What Drives Whom? A Cultural Perspective On Human Agency. *Social Cognition*, 19 (3), 269-294.

DeVoe, S.E., & Iyengar, S.S. (2004). Managers' Theories of Subordinates: A Cross-cultural Examination of Manager Perceptions of Motivation and Appraisal of Performance. *Organizational Behavior and Human Decision Processes*, 93 (1), 47-61.

Morris, M., Leung, K., & Iyengar, S.S. (2004). Person Perception in the Heat of Conflict: Negative Trait Attributions Affect Procedural Preferences and Account for Situational and Cultural Differences. *Asian Journal of Social Psychology*, 7 (2), 127-147.

Ames, D.R. & Iyengar, S.S. (2005). Appraising the Unusual: Framing Effects and Moderators of Uniqueness-Seeking and Social Projection. *Journal of Experimental Social Psychology*, 41 (3), 271-282.

Lepper, M. R., Corpus, J. H., & Iyengar, S. S. (2005). Intrinsic and Extrinsic Motivational Orientations in the Classroom: Age Differences and Academic Correlates. *Journal of Educational Psychology*, 97 (2), 184-196.

-
- Wells, R.E. & Iyengar, S.S. (2005). Positive Illusions of Preference Consistency: How Remaining Eluded by One's Preferences Yields Greater Subjective Well-Being and Decision Outcomes. *Organizational Behavior and Human Decision Processes*, 98 (1), 66-87.
- Chua, R. & Iyengar, S.S. (2006) Empowerment through Choice?: A Critical Analysis of the Effects of Choice in Organizations. In Staw, B. (Ed.), *Research on Organizational Behavior*, vol. 27 (41-79). USA: Elsevier.
- Iyengar, S.S., Wells, R.E., & Schwartz, B. (2006). Doing Better But Feeling Worse: Looking for the “Best” Job Undermines Satisfaction. *Psychological Science*, 17 (2), 143-150.
- Fisman, R., Iyengar, S.S., Kamenica, E., & Simonson, I. (2006). Gender Differences in Mate Selection: Evidence from a Speed Dating Experiment. *Quarterly Journal of Economics*, 121 (2), 673-697.
- Botti, S. & Iyengar, S.S (2006). The Dark Side of Choice: When Choice Impairs Social Welfare. *Journal of Public Policy and Marketing*, 25 (1), 24-38.
- Botti, S. & Iyengar, S.S. (2004). The Psychological Pleasure and Pain of Choosing: When People Prefer Choosing at the Cost of Subsequent Satisfaction. *Journal of Personality and Social Psychology*, 87 (3), 312-326.
- Pöhlman, C., Carranza, E., Hannover, B., & Iyengar, S.S. (2007) Repercussions of Self-Construal for Self-Relevant and Other-Relevant Choice. *Social Cognition*, 25 (2), 284-305.
- Huberman, G., Iyengar, S.S., & Jiang, W. (2007). Defined Contribution Pension Plans: Determinants of Participation and Contribution Rates. *Journal of Financial Services Research*, 31 (1), 1-32.
- Fisman, R., Iyengar, S.S., Kamenica, E., & Simonson, I. (2008). Racial Preferences in Dating: Evidence from a Speed Dating Experiment. *Review of Economic Studies*, 75 (1), 117-132.
- Chua, R. & Iyengar, S.S. (2008). Creativity as a Matter of Choice: Prior Experience and Task Instruction as Boundary Conditions for the Positive Effect of Choice on Creativity. *Journal of Creative Behavior*, 42 (3), 164-180.
- Mogilner, C., Rudnick, T., & Iyengar, S.S. (2008). The Mere Categorization Effect: How the Presence of Categories Increases Choosers' Perceptions of Assortment Varieties and Outcome Satisfaction. *Journal of Consumer Research*, 35 (2), 202-215.
- DeVoe, S. E., & Iyengar, S. S. (2010). Allocating Resources Among Group Members: The Medium of Exchange Matters. In B. Mannix, M. Neale, and E. Mullen (Ed.), *Research on Managing Groups and Teams: Fairness and Groups, Volume 13* (159-181). Bingley, UK: Emerald Group Publishing Limited.
- DeVoe, S. & Iyengar, S. (2010). Medium of Exchange Matters: What's Fair for Goods is Unfair for Money. *Psychological Science*, 21 (2), 159-162.
- Levav, J., Heitmann, M., Herrmann, M. & Iyengar, S.S. (2010). Order in Product Customization Decisions: Evidence from Field Experiments. *Journal of Political Economy*, 118 (2), 274-299.

- Iyengar, S.S. & Kamenica, E. (2010). Choice Proliferation, Simplicity Seeking, and Asset Allocation. *Journal of Public Economics*, 94 (7-8), 530-539.
- Leotti, L.A, Iyengar, S.S., & Ochsner, K.N. (2010). Born to Choose: The Origins and Value of the Need for Control. *Trends in Cognitive Science*, 14 (10), 457-463.
- Chua, R. & Iyengar, S.S. (2011). Perceiving Freedom Givers: Effects of Granting Decision Latitude on Personality and Leadership Perceptions. *Leadership Quarterly*, 22 (5), 863-880.
- Bertini, M., Wathieu, L., & Iyengar, S.S. (2012) The Discriminating Consumer: Product Proliferation and Willingness to Pay for Quality. *Journal of Marketing Research*, 49, 39-49.
- Mogilner, C., Shiv, B., & Iyengar, S.S. (2013) Eternal Quest for the Best: Sequential (vs. Simultaneous) Option Presentation Undermines Choice Commitment. *Journal of Consumer Research*.
- Kuwabara, K., Zou, X., Hildebrand, C., Iyengar, S.S., Brandy, A. (2020) Lay Theories of Networking Ability: Beliefs that Inhibit Instrumental Networking. *Social Networks*. Elsevier.
- Bailey, E.R., Matz, S.M., Youyou, W., & Iyengar, S.S. (2020) Authentic Self-Expression on Social Media is Associated with Greater Subjective Well-Being. *Nature Communications*.
- Reutskaja, E., Cheek, N. N., Iyengar, S.S., & Schwartz, B. (2021). Choice Deprivation, Choice Overload, and Satisfaction With Choices Across Six Nations. *Journal of International Marketing*.
- Bailey, E.R. & Iyengar, S.S. (2022). Yours Truly: On the Complex Relationship Between Authenticity and Honesty Corresponding. *Current Opinion in Psychology*. **(IN PRESS)**
- Cheek, N., Reutskaja, E., Schwartz, B., Iyengar, S.S.(2022) Choice Deprivation and Choice Overload. Under Review at *Behavioral Scientist* **(IN PRESS)**

BOOK CHAPTERS.

- Reutskaja, E., Iyengar, S.S., Fasolo, B., & Misuraca, R. (2020) Cognitive and Affective Consequences of Information Load. *Handbook on Bounded Rationality*. Routledge Publishing House.
- Iyengar, S.S. & Kuman, T. (2018) Does More Choice Lead to More Flourishing? *Human Flourishing in an Age of Gene Editing*. Oxford University Press.
- Reutskaja, E., Iyengar, S.S., Fasolo, B., & Misuraca, R. (2020) How Much Choice is “Good Enough”? Moderators of Information and Choice Overload. *Handbook on Bounded Rationality*. Routledge Publishing House.
- Reprinted in Lesko, W. (Ed.), *Readings in Social Psychology: General, Classic, and Contemporary Selections (7th Edition)*, Allyn & Bacon, (2008).

- Iyengar, S.S., Huberman, G., & Jiang, W. (2004). How Much Choice is Too Much? Contributions to 401(k) Retirement Plans. In Mitchell, O. S. & Utkus, S. (Eds.). *Pension Design and Structure: New Lessons from Behavioral Finance* (83-97). Oxford: Oxford University Press.
- Iyengar, S.S., & DeVoe, S.E. (2003). Rethinking the Value of Choice: Considering Cultural Mediators of Intrinsic Motivation. In Murphy-Berman, V. & Berman, J. (Eds.). *Cross-Cultural Differences in Perspectives on the Self: Vol. 49. Nebraska Symposium on Motivation* (146-191). London: University of Nebraska Press.
- Iyengar, S.S., & Lepper, M.R. (2002). Choice and its Consequences: On the Costs and Benefits of Self-determination. In Tesser, A. (Ed.) *Self And Motivation: Emerging Psychological Perspectives* (71-96). Washington, D.C.: American Psychological Association.
- Iyengar, S.S., & Brockner, J. (2001). Cultural Differences in Self and Social Influence. In Cialdini, B. (Ed.). *The Practice of Social Influence in Multiple Cultures* (13-32). New Jersey: Lawrence Erlbaum Associates.
- Reprinted in Lichtenstein, S. & Slovic, P. (Eds.), *The Construction of Preference*. New York: Cambridge University Press, (2006).
- Iyengar, S.S., Lepper, M. R., & Ross, L. (1999). Independence From Whom? Interdependence with Whom? Cultural Perspectives on Ingroups Versus Outgroups. In Prentice, D.A. & Miller, D. (Eds.). *Cultural Divides: Understanding and Overcoming Group Conflict* (273-301). New York: Sage Publications.
- Sethi, S., & Nolen-Hoeksema, S. (1997). Gender Differences in Internal and External Focusing Among Adolescents. *Sex Roles* 37, 687-700.
- Lepper, M.R., Sethi, S., Dyaldin, D., & Drake, M. (1996). Intrinsic and Extrinsic Motivation: A Developmental Perspective. In Luthar, S., Burack, J., Cicchetti, D., & Weisz, J. (Eds.). *Developmental Psychopathology: Perspectives on Adjustment, Risk, and Disorder* (23-50). Cambridge: Cambridge University Press.

WORKING PAPERS

- Rossignac-Milon, M., Pillemer, J., Horton, C. B., and Iyengar, S.S. (2022). Just be real with me: Appearing authentic predicts relationship formation via shared reality. Under review at *Organizational Behavior and Human Decision Processes*.
- Lopes, N., Reutskaja, E., Cheek, N., Capizzani, M., Schwartz, B., Iyengar, S.S. (2022). Choosing with another person reduces choice overload. Under review at *Journal of Consumer Psychology*
- Horton, C. B., Bailey, E. R., and Iyengar, S.S. (2022). Pinning Down Authenticity: Defining and Validating a State Authenticity Measure. Preparing for submission at a top tier psychology journal
- Botti, S., McGill, A., & Iyengar, S.S. (2022) Choice Freedom. Under Review at *Journal of Consumer Psychology*.
- Bailey, E.R. & Iyengar, S.S. (2022). The Dolly Parton Effect: Positive Self-Illusions Increase Self-Rated Authenticity. 2022. Under Review at *The Journal of Personality and Social Psychology*.

Bailey, E.R.*, Carter, J.T.*, Iyengar, S.S., Galinsky, A.D. “The Push and Pull Model of Authenticity: How and When Social Hierarchy Increases Felt Authenticity” (being revised for submission to a top tier psychology journal)

Bailey, E.R., Raymundo, I., Iyengar, S.S. “The Bi directional Effects of Perceived Authenticity and Social Status” (being revised for submission to a top tier psychology journal)

Horton, C.B., Brucks, M., Oh, T.T., Iyengar, S.S. “Boundary Expansion: Categorical Expansion Underlies Consumer Perceptions of Creativity”. Preparing for submission to Journal of Consumer Research

NON-ACADEMIC PUBLICATIONS

Bergemann, P., & Iyengar, S. (February 2018). The Entrepreneurial Impact of Open Data. *The MacArthur Foundation Research Network on Opening Governance*

Kanze, D., & Iyengar, S. (2017). Startups That Seek to “Disrupt” Get More Funding Than Those That Seek to “Build”. *Harvard Business Review*

Iyengar, S.S. (March 2011). The “Michigan Fish Test” and the Middle East. *CNN Opinion*.
<http://www.cnn.com/2011/OPINION/03/06/iyengar.fish.freedom/index.html>

Iyengar, S.S. (November 2010). Lead by Choice. *Leadership Excellence*, 27 (11), 13.

Iyengar, S.S. & Agrawal, K. (September 2010). A Better Choosing Experience. *strategy+business*.
<http://www.strategy-business.com/article/00046?gko=13ead>.

Iyengar, S.S. (June 2010). Why the Soda Tax Makes Us Angry. *Slate*. <http://www.slate.com/id/2255127>.

Iyengar, S.S. (May 2010). Assisted Suicide and “free choice.” *CNN Opinion*.
<http://www.cnn.com/2010/OPINION/05/05/iyengar.assisted.suicide/index.html>.

Iyengar, S.S. (March 2010). Take Off The Rosy Glasses. *PIMCO DC Dialogue* 42.

Iyengar, S.S. (January 2010). Review of *Nudge* by Richard Thaler and Cass Sunstein. *Journal of Pension Economics and Finance*, 9 (1), 156-157.

Iyengar, S.S. (September 2008). The Effects of Choice Proliferation on Retirement Savings Behavior. Research report for TIAA-CREF Institute.

Be Yourself in Your Next Selfie: New research shows that authenticity on social media leads to an increased sense of well-being. (November 2020) *Columbia Ideas at Work*
<https://leading.gsb.columbia.edu/features/be-yourself-in-your-next-selfie/?fbclid=IwAR1KVJp-VzRxnC3IWIKLxB0Sgbl4KiIO9uW4lj8-z2fF-kuSdZXg2GeBSv4>

Iyengar, S.S., & Ingram, Paul. (November 2012). Competition in the Geo-Mosaic Industry. Columbia Caseworks.
<http://www8.gsb.columbia.edu/caseworks/node/414/Competition%2Bin%2Bthe%2BGeo-Mosaic%2BIndustry%2B>

The Discriminating Consumer: Product Proliferation and Willingness to Pay for Quality. (January 2011). *Columbia Ideas at Work*.
<http://www4.gsb.columbia.edu/ideasatwork/feature?&global.now=&main.id=7314376>

-
- Iyengar, S.S. (October 2010). Decision Making and Its Discontents. *Columbia Business School Chazen Global Insights*.
<http://www4.gsb.columbia.edu/chazen/globalinsights/article/7311058/Decision+Making+and+Its+Discontents#>.
- The Art of Choosing. (March 2010). *Columbia Ideas at Work*.
<http://www4.gsb.columbia.edu/ideasatwork/feature?&global.now=&main.id=7211687>
- Iyengar, S.S. (March 2010). When Believing Is Deceiving. *Columbia Business School Public Offering Blog*.
<http://www4.gsb.columbia.edu/publicoffering/post/7210860/>.
- Hard Choices Made Easy. (April 2008). *Columbia Ideas at Work*.
<http://www4.gsb.columbia.edu/ideasatwork/feature?&global.now=&main.id=134191>
- Product Customization Decisions: Order Does Matter. (January 2008). *Columbia Ideas at Work*.
<http://www4.gsb.columbia.edu/ideasatwork/feature?&global.now=&main.id=131445>
- The Pursuit of Happiness. (April 2007). *Columbia Ideas at Work*.
<http://www4.gsb.columbia.edu/ideasatwork/feature?&global.now=&main.id=70149>
- Managers' Theories of Subordinates: A Cross-cultural Examination. (April 2006). *Columbia Ideas at Work*.
<http://www4.gsb.columbia.edu/ideasatwork/feature?&global.now=&main.id=14375>
- Person Perception in the Heat of Conflict: Negative Trait Attributions Affect Procedural Preferences and Account for Situational and Cultural Differences. (April 2006). *Columbia Ideas at Work*.
<http://www4.gsb.columbia.edu/ideasatwork/feature?&global.now=&main.id=14355>
- Iyengar, S.S. (July 2004) Eureka: Extraordinary Discoveries in Everyday Life. *HERMES Magazine*.
<http://www7.gsb.columbia.edu/alumni/news/Eureka-Extraordinary-Discoveries-Everyday-Life>
- Iyengar, S.S. (December 1999) Choice and its Discontents. *HERMES Magazine*.
http://www4.gsb.columbia.edu/null?&exclusive=filemgr.download&file_id=3452

ADMINISTRATIVE SERVICE

Chair of the Entrepreneurship search committee

Member, Columbia University Asian Faculty Association (CUAFA), 2021-present

Member At-Large, Executive Committee, Columbia Business School, 2020-present

CBS Representative, Publication Committee of the Columbia University Press, 2018-present

Chair, Management Division Electives Committee, Columbia Business School, 2018- Present

Member, Faculty Search Committee for Marketing, Columbia Business School, 2017- Present.

Member, Online Education Committee, Columbia Business School, 2017- Present.

Member, CBS/LBS Strategy Committee, Columbia Business School, 2017- 2018.

Member, Faculty Communications Liaison Committee, Columbia Business School, 2017- Present.

Faculty Advisory Board Member, Center for Technology Management, Columbia University, 2016– Present.

Faculty Advisory Board Member, Center on Japanese Economy and Business, Columbia University, 2012– Present.

Faculty Advisory Board Member, Provost’s Committee for Institutional Research, Columbia University, 2015–Present.

Member, Organizational Theory Search Committee, Columbia Business School, 2016-2017.

Member, SPS Advisory Committee, 2016.

Member, Global Columbia Forum Committee, Columbia University, 2014.

Member, Dean’s Search Committee for the School of Continuing Education, 2014.

Member, Dean’s Special Committee on Strategic Planning, Columbia Business School, 2013–2014.

Faculty Advisory Council Member, Center on Japanese Economy and Business, Columbia University, July 2012–Present

Faculty Director, Global Leadership Matrix (GLEaM) Program, Columbia University, 2012–2015.

Member, Strategy Search Committee, Columbia Business School, 2012–2013.

Member, Organizational Theory Search Committee, Columbia Business School, 2010.

Member, Promotion and Tenure Committee, Columbia Business School, 2009–2014.

Member, University Senate Budget Review Committee, Columbia University, 2009–2014.

Member, Marketing Search Committee, Columbia Business School, 2009.

Core Course Coordinator, Columbia Business School, Leadership Course, July 2004–July 2006.

Member, Columbia University Management Division Doctoral Admissions Committee, January 1999–July 2006.

Conference Coordinator, Columbia University Social Psychology Network Conference, conference held semi-annually, September 1999–September 2002.

Member, Columbia Business School Management Division Search Committee, 1999–2000.

Speaker Series Coordinator, Columbia Business School Management Division Colloquia Series, September 1998–June 2001.

COMMUNITY SERVICE

G1 Global International Advisor

G1 Institute - Present

Council Member

Asia Society Global Council

2018-Present

Board of Advisors Member

The CBDC Think Tank

2021-Present

Board of Advisors Member

Ernst & Young Wavespace

2020-Present

Board of Advisors Member

Correlation One

2020 - Present

Board of Directors Member

Asian University for Women

2014-Present

Board of Directors Member

Liders LLC (DBA Celectiv)

2018-2020

Institute Fellow

TIAA-CREF Institute

2007–Present

Council Member

Ashinaga Kenjin-Tatsujin International Advisory Council

2014–Present

Advisory Member

World Economic Forum Global Agenda Council

2013–2014

Academic Member

Behavioral Finance Forum

2007–2009

OTHER ACTIVITIES

Media Productions:

Suzanne Kapner, “Retailers Cut Back on Choices; ‘We Don’t Need Three Types of Red,’” *The Wall Street Journal* (November 22, 2020)

Dangerous Visions with David Brown (September 2020)

“*Hidden Brain*” with Shankar Vedantam and Rhaina Cohen: NPR (April 2020)

“*Land of the Giants*” with Rani Molla: Vox/Recode (February 2020)

“*Make It*” with Cat Clifford and Helen Zhang: CNBC (January 2020)

Profiled in *Private Company Director Magazine* Fall 2018 edition of Directors to Watch (Fall 2018)

How can we improve our willpower and make better decisions? Interview for Fast Company (August 2018)

Thinkers50 Podcast: Sheena Iyengar (June 2018)

Should America Be Fun By...Trader Joes? [Ep 359] (November 2018)

The Art of Choosing. A five-lecture series for NHK TV, recorded live at Columbia Business School. (recorded October–November 2011, aired December 2011) **Most Watched Documentary in Japan*.

Part 1: “The Power of Choice: How Choosing Makes Us Human”

Part 2: “A World of Choices: Different Cultures, Different Minds”

Part 3: “Gut vs. Reason: How About Neither?”

Part 4: “Too Much of a Good Thing: How to Manage Choice Overload”

Part 5: “The Art of Happiness: Choosing Better Every Day”

CORPORATE TALKS

The Art of Choosing at Target Elevate (February 2021)

The 5 C’s of choosing for Fourteenx (June 2021)

Think Bigger the Innovation Method for American Express (July 2021)

Talk and Q&A for *Citi* (September 2021)

Dream Big Presentation for Cognizant (October 2021)

Stavros Niarchos Foundation Brain Insight Lecture (September 2021)

Talk for *Greater Festival* (October 2020)

Keynote at *Skolkovo Nobel Forum* (December 2021)

Think Bigger Consulting Program

- Ernst & Young (November 2021)

Think Bigger

- NetElixer (August 2020)
- Social Science Research Council (March 2020)
- Deloitte, Insurance Leadership, e.g. Standard, Dearborn, Metlife, Allstate, etc. (June 2019)

5 C’s of Choosing

- Gong.io (October 2020)
- CASE (May 2020)

Dream Bigger/How to Dream

- Cisco ICON Festival of Lights (October 202)

- Cognizant Corporation (September 2021)
- Cognizant Corporation (December 2020)
- Correlation One (October 2020)

Responsible Foresight Workshop—Facebook (December 2020)

Fireside Chats with Sheena Iyengar

- Citi Bank’s Employee Appreciation Week (September 2021)
- GBiz Q (October 2020)

Choice Curation in the Digital Age. Blizzard Entertainment. Irvine, CA. (December 2017)

Improving Choice for Online Education. University Professional and Continuing Education Association (UPCEA) Conference 2017. San Diego, CA. (June 2017)

Standing on Your Own Two Feet. Asian University for Women. Hong Kong. (May 2017)

It’s Elementary: Choosing Watson. IBM Connect 2017. San Francisco, CA. (February 2017)

The Art of Choosing in the Financial Services Industry. Investment Management Consultants Association (IMCA) 2017 Investment Advisor Forum. New York, NY. (February 2017)

Choosing Your Self: Free Will and Choice. Chicago Ideas Week. Chicago. (October 2016)

Coaching and the Art of Choosing. UBS. New York. (September 2016)

The Art of Choosing.

- Courtland Brooks (September 2020)
- Indeed. Austin, TX. (May, 2019)
- Target. Minneapolis, MN. (March, 2019)
- IAA World Congress. Kochi, India. (February 2019)
- Grupo Pão de Açúcar. Sao Paulo, Brazil. (September, 2018)
- Akshaya Patra. Tampa, FL. (February 2018)
- Association of Executive Search and Leadership Consultants. New York, NY (April 2018)
- Fidelity. Scottsdale, AZ. (May 2018)
- NetElixir X=Experience 2017. Princeton, NJ. (September 2017)
- CCI West Coast Executive Summit. Silicon Valley, CA. (March 2017)
- Asia Society Hong Kong Center. Hong Kong. (May 2016)
- Changemaker Chat. New York, NY. (May 2016)
- Franklin Templeton. New York, NY. (May 2016)
- Asian University for Women Seventh Annual Fundraising Evening. Tokyo, Japan. (March 2016)
- The India Today Conclave 2016. New Delhi, India. (March 2016)
- Capgemini. Tampa, FL. (January 2016)
- IVY Ideas Night. New York, NY. (January 2016)
- Global Women in Technology, American International Group. New York, NY. (July 2015)
- Leadership Development Learning Series, Memorial Sloan Kettering. New York, NY. (July 2015)
- A.T. Kearney Inc. Los Angeles, CA. (June 2015)

- Prudential Financial. Newark, NJ. (June 2015)
- Guided Selling Live! Conferece, Guided Selling Org. Vienna, Austria. (June 2015)
- UPenn Alumni Group. Net-A-Porter. New York, NY. (May 2015)
- Kaiser Permanente Medical Group. Washington D.C. (April 2015)
- TD Ameritrade. Jersey City, NJ. (October 2014)
- NetElixir University. Princeton, NJ. (September 2014)
- Human Resources Development Organization (HRDO) of Japan. New York, NY. (September 2014)
- Intuit. Mountain View, CA (March 2014).
- Retail Days 2013. Istanbul, Turkey. (November 2013)
- Ernst & Young, Women Leaders Luncheon. New York, NY. (July 2013)
- Callan Associates Annual Client Conference. San Francisco, CA. (March 2013)
- South Asian Heart Center Annual Scarlet Night Fundraiser. Santa Clara, CA. (March 2013)
- Brand Manage Camp Marketing Conference. Las Vegas, NV. (October 2012)
- Salisbury Forum. Salisbury, CT. (September 2012)
- Collinson Media Connect Marketplace Event. New Orleans, LA. (August 2012)
- Shiseido Cosmetics. Tokyo, Japan. (July 2012)
- Akshaya Patra Foundation Benefit Event. Boston, MA. (May 2012)
- eLearning Guild. Orlando, FL. (March 2012)
- VF Coporation (Jeanswear Division). Raleigh, Durham, NC. (January 2012)
- Deutsche Bank Women in Asian Banking Conference, Singapore. (September 2011)
- New York Hall of Science, Science Salon series. New York, NY. (June 2011)
- South Asian Youth Action Dreams Dinner. New York, NY. (June 2011)
- NeuroLeadership Institute Summit. Boston, MA. (October 2010)

Decision-Making and the Science of Choice. Society for Cardiovascular Angiography and Interventions Annual Meeting 2016. Orlando, FL. (May 2016)

Leading by Choice.

- Cognizant Corporation (March-April 2020)
- Hearst Corporation (January 2020)
- Educational Travel Conference. St. Louis, MO. (January 2016)
- AntiSummit, AIG. New York, NY. (April 2015)
- Deloitte. New York, NY. (January 2015)
- INDEG ISCTE Executive Education 25th Anniversary Gala. Lisbon, Portugal. (November 2013)
- Atom Logistics and Brandvision Annual Meeting. Tokyo, Japan. (October 2013)
- US Indian Group Annual Event. New York, NY. (May 2013)
- The Association to Advance Collegiate Schools of Business (AACSB) Annual Meeting. Chicago, IL. (April 2013)
- The South Asian Business Association Annual Event. New York, NY. (April 2013)
- US Green Building Association. Washington D.C. (December 2012)
- Google 2012 PiLab Research Summit. Mountain View, CA (May 2012)
- 2012 Chick-fil-A Leadercast. Atlanta, GA. (May 2012)
- SkillSoft Corporation. San Diego, CA. (April 2012)
- Aditya Birla Global Leadership Conference. Jaipur, India. (December 2011)
- INK 2011 Conference, in association with TED. Jaipur, India. (December 2011)
- Grocery Manufacturer's Association Executive Conference. Colorado Springs, CO. (August 2011)
- Graduate Management Admissions Council annual meeting. Boston, MA. (June 2011)

- NASA Exploring Leadership Colloquia Series. Greenbelt, MD. (May 2011)
- Bloomberg Innovation Speakers 2011 Series. New York, NY. (May 2011)
- Distinguished Lecturer Series, William J. Clinton School of Public Service. Washington, DC. (March 2011)
- Accenture Diamond Client Master Class. Chicago, IL. (March 2011)
- National Association of Independent Schools Annual Conference. Washington, DC. (February 2011)
- Convening Leaders: Annual Meeting of the Professional Convention Management Association. Las Vegas, NV. (January 2011)
- Linkage, Inc. Boston, MA. (September 2010)

Moderated Panel Discussion.

- BlackRock Inc. New York, NY. (November 2015)
- Knowledge Event: Skilling the Disabled for the Workplace, American Indian Foundation. New York, NY. (November 2015)
- Leadership Summit, Sikh Art & Film Foundation. New York, NY. (November 2015)

A Better Choosing Experience.

- MKS. Geneva, Switzerland. (June 2017)
- Capgemini. Pebble Beach, CA. (November 2015)
- ALDO. Montreal, Quebec, Canada. (October 2015)

Moderated Fireside Chat with Steve Blank. WeWork Soho. New York, NY. (January 2015)

The Power of Choice.

- Hammond Care Dementia Center. Sydney, Australia. (May 2018)
- Asian Leadership Conference 2017. Seoul, South Korea. (July 2017)
- Continuing Medical Education Conference, Harvard Medical School and Beth Israel Deaconess Medical Center. Boston, MA. (December 2014)
- Ernst and Young, New York Historical Society. New York, NY. (September 2014)
- Continuing Medical Education Conference, Harvard Medical School and Beth Israel Deaconess Medical Center. Boston, MA. (December 2013)
- International House Sunday Supper. New York, NY. (December 2013)
- HSBC Women in Leadership Program, Barnard Athena Center. New York, NY. (November 2013)

Improving Choice in Consulting. Carmignac Gestion, Quarterly Meeting. Paris, France. (January 2014)

Making Better Decisions. World Economic Forum. Davos, Switzerland. (January 2014)

How We Choose. Pioneer Team Seminar, The Robert Wood Johnson Foundation. Princeton, NJ. (December 2013)

An Insight: An Idea with Sheena Iyengar. World Economic Forum. Davos, Switzerland. (January 2013)

Getting Value from Choice. Otsuka. Tokyo, Japan. (November 2012)

Leading Global Businesses with the Art of Choosing. NEC. Tokyo, Japan. (November 2012)

How Can Voters Still Be Undecided? The Daily Show, interview with Samantha Bee. New York, NY. (November 2012)

Commentator. The Economist, Ideas Economy: Human Potential. New York, NY. (September 2012)

The Things We Carry. Indiaspora Conference. Mohonk, NY. (September 2012)

The Global Leadership Matrix.

- Deming Center Advisory Board Meeting. New York, NY. (September 2012)
- TEDxMongkok. Hong Kong. (May 2012)

Choice and Behavioral Finance.

- Development Bank of Japan. Tokyo, Japan. (July 2012)
- JP Morgan Chase Retirement Symposium. New York, NY. (April 2012)

Obligated to Choose.

- The California Endowment. Los Angeles, CA. (January 2012)
- Center for the Visually Impaired. Atlanta, GA. (January 2011)
- IvyPlus Meeting for Alumni Relations. New York, NY. (June 2010)

Be Choosy About Choosing. TED@Allianz Conference. New York, NY. (November 2011)

The Multiple Choice Problem.

- Institute for International Research 9th Annual Market Research Event. Orlando, FL. (November 2011)
- Association of Fundraising Professionals D3 Event (Debate, Debunk, and Delight.) Toronto, Canada. (September 2011)
- VF Corporation Brand Building Leadership Conference, Consumer Trends & Cognitive Science speaker series. New York, NY. (June 2011)
- Citigroup Investor Services Unit. New York, NY. (May 2011)
- Fidelity Investments Institutional Products Group. Washington, DC. (March 2011)
- Mars Multidisciplinary Research Unit Symposium. McLean, VA. (January 2011)
- Partners Healthcare Symposium. Boston, MA. (October 2010)
- Pension Real Estate Association. New York, NY. (June 2010)

Creating Our Selves Through Choice: Opportunity and Obligation.

- Marketing Science Institute Fall Trustees Meeting/Conference. Chicago, IL. (November 2011)
- FremantleMedia JumpStart Conference. Berlin, Germany. (November 2010)
- TEDxEast Conference. New York, NY. (March 2010)

A Better Choosing Experience.

- VF Corporation (North Face Division) Executive Meeting. San Leandro, CA. (October 2011)
- Art of Marketing Conference. Toronto, Canada. (March 2011)
- Tiffany & Co. New York, NY. (February 2011)
- Institutional Investor Institute Forum: The New Dimensions of Retirement Plans. New York, NY. (November 2010)
- NYU Stern L2 Innovation Forum. New York, NY. (November 2010)
- ING Retirement Services Institutional Corporate Market Customer Advisory Board. Boston, MA. (October 2010)

This is Wonderful. Commencement speech, The Baldwin School. Bryn Mawr, PA. (June 2011)

The Geography of Choice.

- International Association of Privacy Professionals Tenth Annual Global – Privacy Summit. Washington, DC. (March 2011)
- La Ciudad De Las Ideas Conference. Puebla, Mexico. (November 2010)
- TEDGlobal Conference. Oxford, UK. (July 2010)

ACADEMIC PRESENTATIONS

Brain Insights Lecture Series: Zuckerman Institute lecture on How Our Brains Decide, Create and Innovate (Fall 2021)

Think Bigger. CBS Executive Education, Entrepreneurship and Competitiveness in Latin America (ECLA) (Fall 2020)

Leadership Matters: Bernstein Center lecture to graduating MBAs (May 2020)

The Art of Choosing: CBS Executive Education, Real Estate (February 2020)

Undergraduate Panel for Women in Finance panalist: Hosted by CFGI (February 2020)

Values Based Leadership. IBSC Keynote (January 2020)

Think Bigger: CBS Executive Education, CFO Program Module 1 (January 2020)

Authentic Leadership. Columbia Business School Reunion Weekend (April 2019)

Columbia Connect II. Faculty Lecture. (April 2019)

IBSC: Values Based Leadership. Columbia Business School. (August, 2018, February 2019)

Leadership in Business. 14th Annual India Business Conference sponsored by the Columbia Business School South Asia Student Association. New York, NY (April 2018)

Decision-Making in Health Care. Columbia University Medical Center Hospice and Palliative Medicine Grand Rounds. New York, NY. (January 2017)

The Art of Choosing.

- Bristol Myers Squibb Lead Executive Education Program. New York, NY. (May 2018)
- Columbia Global Center, Columbia Senior Executive Program. New York, NY. (May 2017)
- Columbia Global Center, Columbia Senior Executive Program. New York, NY. (May 2016)
- Th+nk CBS, Flash Lecture. New York, NY. (April 2014)

Choosing, Connecting, and Creating. Deloitte (GLEaM and Executive Education Program). Prague, Czech Republic. (October 2015)

Leading By Choice (Executive Education Program).

- First Eagle Investment Management Program (FEIM). (January, 2019)
- Advance Management Program. New York, NY. (May 2018)
- Sabanci University School of Management. New York, NY. (May 2018)
- CKGSB. New York, NY. (May 2017)
- Otsuka Pharmaceutical. New York, NY. (November 2015)
- KPMG. New York, NY. (January 2014)
- Womens Executive Leadership Program for a leading global bank (unnamed due to non-disclosure agreement). Online. (October 2013)
- Otsuka Pharmaceutical Executive Education Program. New York, NY. (September 2013)
- China Eastern Airlines Senior Leadership Program. New York, NY. (October 2012)
- China CEO Executive Education Program. New York, NY. (August 2012)

- Graduate Business Administrators Group (GBAG). New York, NY. (April 2012)
- Columbia Business School 1754 Society. New York, NY. (April 2012)
- Columbia Business School Reunion Weekend. New York, NY. (April 2012)
- Columbia Women in Business, “Women Connect @ Columbia” Event. New York, NY. (December 2011)

Choosing, Connecting, and Creating (GLEaM).

- Otsuka Pharmaceutical. New York, NY. (October 2014)
- Deutsche Bank. New York, NY. (October 2014)
- Deloitte (GLEaM and Executive Education Program). Shanghai, China. (October 2014)

The Power of Choice.

- Columbia Global Center, Columbia Senior Executive Program. Beijing, China. (June 2014)
- Columbia Global Center, Columbia Senior Executive Program. Mumbai, India. (June 2014)
- Columbia Global Center. Istanbul, Turkey. (November 2013)
- Columbia Global Center. Amman, Jordan. (November 2013)

Personal Networks and Social Capital. Bank of America Executive Education Program. New York, NY. (May 2014)

Building Social Capital Through Networks (GLEaM). Otsuka Pharmaceutical. Tokushima, Japan. (October 2013)

The Global Leadership Matrix (GLEaM). Asia Alumni Event. Hong Kong, China. (May 2012)

How Many Choices Do You Make? Columbia Business School Executive Education Webinar. New York, NY. (March 2012)

The Obligation to Choose.

- Columbia Business School Staff Retreat. New York, NY. (March 2012)
- Columbia Business School Centre for Decision Sciences. New York, NY. (March 2010)

A Better Choosing Experience. BRITE Conference, Columbia Center on Global Brand Leadership. New York, NY. (March 2011)

The Multiple Choice Problem.

- Columbia University Alumni Association. New York, NY. (October 2010)
- Columbia Business School, The Eugene Lang Entrepreneurship Center and Media Program Media Forum Luncheon. New York, NY. (June 2010)
- Presentation to Columbia University Board of Overseers. New York, NY. (May 2010)

Culture and Choice. Columbia Business School Center for Decision Sciences Research Symposium. New York, NY. (October 2010)

Culture on the Mind. Columbia Day School. New York, NY. (April 2010)

Creating Yourself Through Choice. Columbia Business School Alumni Webinar. New York, NY. (March 2010)

Think Bigger

- Ohio State University, Psychology Department (April 1, 2020)
- University of Pennsylvania, Wolf Humanities Center (October 14, 2020)

- Social Science Research Council (March 3, 2020)

The Art of Choosing.

- California Association for Behavioral Analysis (CalABA; April 2019) Annual Western Region Conference on Behavioral Analysis. Long Beach, CA. (February 2019)
- Instituto de Estudios Superiores de la Empresa (IESE) Business School. Barcelona, Spain. (September 2015)
- Kent State. Cleveland, OH. (March 2015)
- Institute of International Research Conference. Chicago, IL. (March 2012)

Search for the Authentic Self.

- Society for Personality and Social Psychology (SPSP) 2019 Annual Convention. Shared Reality and Authenticity. Postland, OR. (February, 2019)
- Association for the Behavior Analysis International (ABIA). B. F. Skinner Lecturer. 2017 Annual Convention. Denver, CO. (May 2017)
- Association for Psychological Science, New York Symposium. New York, NY. (May 2015)
- Harvard Psychology Colloquium, Harvard University. Cambridge, MA. (March 2013)

Authenticity: What is it and why should we care? Psychology Colloquium, Columbia Teacher's College (March 2017)

Modertaed Breakout Session. Global Projects Exchange 2015. School of International and Public Affairs, Columbia University. (November 2015)

The Power of Choice. Tsinghua University. Beijing, China. (June 2014)

The Danger of Option Fatigue. Instituto de Estudios Superiores de la Empresa (IESE) Business School. Barcelona, Spain. (July 2013)

The Global Leadership Matrix. Todai Institute for Advanced Studies, Tokyo University. Tokyo, Japan. (November 2012)

The Geography of Choice.

- IACCP International Conference. Stellenbosch University, Stellenbosch, South Africa. (July 2012)
- Nanyang Technological University in conjunction with the Institute of Asian Consumer Insight. Singapore. (September 2011)

The Obligation to Choose.

- SCP International Conference. Florence, Italy. (June 2012)
- Emory University. Atlanta, GA. (March 2012)
- SPSP symposium on Choice Overload. San Diego, CA. (January 2012)
- Association for Consumer Research 2011, Conference Session "Decision Difficulty 2.0." St. Louis, MO. (October 2011)
- University of Toronto, Rotman School of Management. Toronto, Canada. (April 2011)
- University of Texas at Austin, McCombs School of Business Marketing Department Decision Making Seminar Series. Austin, TX. (April 2011)
- New Jersey Institute of Technology, Technology and Society Forum. Newark, NJ. (March 2011)
- Rutgers University Psychology Colloquium Series. Newark, NJ. (December 2010)
- Knowledge@Wharton, Philadelphia, PA. (June 2010)
- Kennedy School of Government, Harvard University. Boston, MA. (May 2010)
- MIT Sloan Business School Organization Studies Group Seminar. Boston, MA. (May 2010)
- UCLA Anderson School of Management Behavioral Decision Making Group Colloquium. Los

Angeles, CA. (May 2010)

- Stanford University Social Lab. Palo Alto, CA. (May 2010)

Leading by Choice.

- Mt. Holyoke College. Holyoke, MA. (April 2012)
- Harvard University, Kennedy School Leadership Decision Making Program. Boston, MA. (November 2011)

When the Positive Becomes Normative. Association for Psychological Science 2011 Conference, Theme Program “Choices: Social, Cognitive, and Neural Bases of Economic Decisions.” Washington, DC. (May 2011)

A Better Choosing Experience. Stanford Graduate School of Business Healthcare Innovation Summit. Stanford, CA. (May 2011)

Improving the Fairness of Hiring Decisions. Harvard University Faculty Search Panel. Boston, MA. (October 2010)

The Multiple Choice Problem.

- New Jersey Institute of Technology. Technology and Society Forum. Newark, NJ. (October 2010)
- University of Pennsylvania Alumni Seminar. Philadelphia, PA. (June 2010)

Creating Yourself Through Choice.

- Harvard University Radcliffe Institute for Advanced Study. Boston, MA. (October 2010)
- University of California, Santa Barbara. Santa Barbara, CA. (May 2010)

Happiness in Business or Law. University of Tennessee Behavior and Business Law Conference. Knoxville, TN. (October 2010)

Culture and Choice. Harvard Business School Organizational Behavior Seminar Series. Boston, MA. (May 2010)

Improving the Fairness of Hiring Decisions.

- Faculty Hiring Dinner, The Fu Foundation School of Engineering and Applied Science at Columbia University. New York, NY. (December 2010)

Culture and Choice. Columbia Business School Center for Decision Sciences Research Symposium. New York, NY. (October 2010)