

Hannah Perfecto

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Employment

Washington University in St. Louis • St. Louis, MO 2017 -
Assistant Professor of Marketing

Education

University of California, Berkeley • Berkeley, CA 2012 – 2017
Ph.D., M.S. in Business Administration

Yale University • New Haven, CT 2008 – 2012
B.S. in Psychology

Research Interests

Consumer behavior, behavioral decision theory, metacognition, research replicability and reliability

Papers

Everyday Synesthetes: A Broader Perspective on Number-Personality Associations, with Leif D. Nelson (Revising for first round review at the *Journal of Experimental Psychology: General*).

Perfecto, H. & Critcher, C.R. (2019). Volume Estimation through Mental Simulation. *Psychological Science*, 30(1), 80-91.

Perfecto, H., Nelson, L.D., & Moore, D.A. (2018). The Category Size Bias: A Mere Misunderstanding. *Judgment and Decision Making*, 13(2), 170-184.

Perfecto, H., Galak, J., Simmons, J.P., and Nelson, L.D. (2017). Rejecting a Bad Option Feels like Choosing a Good One. *Journal of Personality and Social Psychology*, 113(5), 659-670.

Jung, M. H., ***Perfecto, H.**, & Nelson, L. D. (2016). Anchoring in Payment: Evaluating a Judgmental Heuristic in Field Experimental Settings. *Journal of Marketing Research*, 53(3), 354-368.

*Joint first-authorship.

Winner of Hillel Einhorn New Investigator Award.

Selected Current Projects

Using P-Curve to Assess Evidential Value of Social Psychology Publications, with Michael O'Donnell, Fausto Gonzalez, and Leif D. Nelson (in preparation).

Counterfactual Neglect (data collecting).

95% is Not Good Enough: Product Composition Information is Only Favorable at Extremes, with Jessica Linder (data collecting).

Improving Engagement through Attribute Matching with Leif D. Nelson (in preparation).

Spurious Specialization (data collecting).

The Less You Know, the Better: Increasing Motivation by Obscuring Progress, with Alex Park (data collecting).

Conference Presentations

Perfecto, H. and Nelson, L.D. (2019, February). *Facilitating Decision Making through Attribute Matching*. Talk accepted for the Society of Personality and Social Psychology Conference, Portland, OR.

Perfecto, H. and Nelson, L.D. (2018, October). *Improving Customer Satisfaction Online through Valence Matching*. Talk accepted for the Association of Consumer Research Conference, Dallas, TX.

Perfecto, H. (2018, June). *Life has no Control Condition: Counterfactual Neglect in Causal Attributions*. Poster accepted for the European Association of Consumer Research Conference, Ghent, Belgium.

Gonzalez, F., O'Donnell, M., ***Perfecto, H.**, and Nelson, L.D. (2018, May). *Assessing the Evidential Value of a Decade's Worth of Social Psychology Experiments*. Talk accepted for the Association of Psychological Science Convention, San Francisco, CA.

Perfecto, H. Galak, J., Nelson, L.D., and Simmons, J.P. (2017, October). *Attribute Matching Increases Confidence*. Talk accepted for the Association of Consumer Research Conference, San Diego, CA.

Perfecto, H. and Nelson, L.D., (2017, April). *Everyday Synesthetes: A Broader Perspective on Number-Personality Associations*. Poster accepted for The Effect of Numerical Markers in Consumer Judgment and Decision Making Conference, Columbia, SC.

Perfecto, H. and Critcher, C. R., (2016, October). *Volume Estimation as Simulated Judgment*. Talk accepted for the Association of Consumer Research Conference, Berlin, Germany.

Perfecto, H. and Critcher, C. R., (2016, May). *Volume Estimation as Simulated Judgment*. Talk accepted for the Association of Psychological Science Convention, Chicago, IL.

Perfecto, H., Galak, J., Nelson, L.D., and Simmons, J.P. (2016, February). *Attribute Matching Increases Confidence*. Talk accepted for the Society of Consumer Psychology Conference, St. Pete's Beach, FL.

Perfecto, H. and Critcher, C.R., (2016, February). *Volume Estimation as Simulated Judgment*. Talk accepted for the Society of Consumer Psychology Conference, St. Pete's Beach, FL.

Perfecto, H., Galak, J., Nelson, L.D., and Simmons, J.P. (2015, November). *Attribute Matching Increases Confidence*. Poster accepted for the Society for Judgment and Decision Making Conference, Chicago, IL.

Jung, M.H., ***Perfecto, H.**, and Nelson, L.D., (2014, November). *Anchoring in Payment: Evaluating a Judgmental Heuristic in Field Experimental Settings*. Talk accepted for the Society for Judgment and Decision Making Conference, Long Beach, CA.

***Perfecto, H.**, Jung, M.H., and Nelson, L.D., (2014, March). *Anchoring Effects are Much More Elusive in the Field*. Talk accepted for the Conference on Field Experimentation in Marketing Research, San Diego, CA.

***Perfecto, H.**, Jung, M.H., and Nelson, L.D., (2014, March). *Precision Aversion in Pay-What-You-Want Pricing*. Talk accepted for the Society of Consumer Psychology Conference, Miami, FL.

- Co-chaired symposium, *Number Cognition*

***Perfecto, H.**, Jung, M.H., and Nelson, L.D., (2013, October). *Default Effects in Pay-What-You-Want Pricing*. Talk accepted for the Association of Consumer Research Conference, Chicago, IL.

Invited Presentations

2018, May	University of Chicago, Marketing Department
2017, December	University of Pennsylvania, Decision Processes Colloquium
2016, November	Massachusetts Institute of Technology, Marketing Department
2016, October	Stanford University, Marketing Department
2016, October	Washington University in St. Louis, Marketing Department
2016, October	University of Michigan, Marketing Department
2016, September	National University of Singapore, Marketing Department
2016, August	University of California, Berkeley, Marketing Department

Awards

Hillel Einhorn New Investigator Award
Society for Judgment and Decision Making

2016

AMA-Sheth Doctoral Consortium Fellow <i>American Marketing Association</i>	2016
Diversity Travel Scholarship <i>Society for Consumer Psychology</i>	2016
Grant: Assessing Using P-Curve to Assess Evidential Value of Social Psychology Publications <i>Berkeley Initiative for Transparency in the Social Sciences</i>	2015 – 2016
Haas Summer Fellowship <i>Haas School of Business, University of California, Berkeley</i>	2015
Chancellor's Fellowship <i>University of California, Berkeley</i>	2012 – 2017

Teaching Experience

Instructor, Washington University in St. Louis

“Principles of Marketing”
BSBA program, 2019-

“Marketing Strategy”
BSBA program, 2017 – 2019

Teaching Assistantships, University of California, Berkeley

“Customer Insights”
Professor Ellen Evers; Full-time MBA program, 2017
Professor Ellen Evers; Evening/Weekend MBA program, 2017

“Marketing Management”
Professor Clayton R. Critcher; Full-time MBA program, 2016

“Marketing Research: Tools and Techniques for Data Collection and Analysis”
Professor Leif D. Nelson; Full-time MBA program, 2014 – 2016
Professor Leif D. Nelson; Evening/Weekend MBA program, 2014 – 2016

Professional Affiliations

Association for Consumer Research (ACR)
KPMG-PhD Project Marketing Doctoral Student Association (MDSA)
Marketing Ethnic Faculty Association (MEFA)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)