

Curriculum Vitae

Cynthia Cryder

Washington University in St. Louis
Olin School of Business
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314-935-8114 (office)
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Employment

Washington University in St. Louis, Olin Business School	
Associate Professor of Marketing (with tenure)	2019-present
Associate Professor of Marketing (without tenure)	2016-2018
Assistant Professor of Marketing	2009-2016

Education

Ph.D.	Behavioral Decision Research & Psychology Carnegie Mellon University	2009
M.S.	Behavioral Decision Research Carnegie Mellon University	2006
B.S.	Psychology, <i>summa cum laude</i> with Honors & Distinction Minors: Business, Italian Ohio State University	2004

Research Interests

Judgment and Decision Making
Prosocial Behavior
Consumer Financial Decision Making
Incentives
Field and Internet Research Methodology

Journal Publications

1. Sharma, Eesha, Stephanie Tully, and **Cynthia Cryder** (2021) "Psychological Ownership of (Borrowed) Money," *Journal of Marketing Research*, 58 (3), 497-514.
2. Gershon, Rachel, **Cynthia Cryder**, and Leslie John (2020), "Why Prosocial Referral Incentives Work: The Interplay of Reputational benefits and Action Costs," *Journal of Marketing Research*, 57 (1), 156-172.
3. Cheng, Andong and **Cynthia Cryder** (2018), "Double Mental Discounting: When a Single Price Promotion Feels Twice as Nice," *Journal of Marketing Research*, 55 (2), 226-238.
4. Gershon, Rachel and **Cynthia Cryder** (2018), "Goods Donations Increase Charitable Credit for Low-warmth Donors," *Journal of Consumer Research*, 45 (2), 451-469.

5. Gristein-Weiss, Michal, **Cynthia Cryder**, Mathieu Despard, Dana Perantie, Jane Oliphant, and Dan Ariely (2018), "The Role of Choice Architecture in Promoting Saving at Tax Time: Evidence from a Large-scale Field Experiment," *Behavioral Science and Policy*, 3 (2), 21-38.
6. **Cryder, Cynthia**, Simona Botti, and Yvetta Simonyan (2017), "The Charity Beauty Premium: Satisfying Donors' Want versus Should Desires," *Journal of Marketing Research*, 54 (4), 605-618.
7. Small, Deborah A. and **Cynthia Cryder** (2016), "Prosocial Consumer Behavior," *Current Opinion in Psychology: Consumer Behavior*, 10, 107-111.
8. Wang, Yanwen, Michael Lewis, **Cynthia Cryder**, and Jim Sprigg (2016), "Enduring Effects of Goal Achievement and Failure within Customer Loyalty Programs: A Large-scale Field Experiment," *Marketing Science*, 35 (4), 565-575.
9. **Cryder, Cynthia E.**, George Loewenstein, and Richard Scheines (2013), "The Donor Is in the Details," *Organizational Behavior and Human Decision Processes*, 120 (1), 15-23.
 - 7th most cited article published in OBHDP since 2013
10. **Cryder, Cynthia E.**, George Loewenstein, and Howard Seltman (2013), "Goal Gradient in Helping Behavior," *Journal of Experimental Social Psychology*, 49 (6), 1078-1083.
11. Goodman, Joseph K., **Cynthia E. Cryder**, and Amar Cheema (2013). Data Collection in a Flat World: Strengths and Weaknesses of Mechanical Turk Samples," *Journal of Behavioral Decision Making*, 26 (3), 213-224.
 - 1st most cited article published in JBDM, based on citations published in the past three years
12. **Cryder, Cynthia E.**, Stephen Springer, and Carey M. Morewedge (2012), "Guilty Feelings, Targeted Actions," *Personality and Social Psychology Bulletin*, 38 (5), 607-618.
13. **Cryder, Cynthia E.**, and George Loewenstein (2012), "Responsibility: The Tie that Binds," *Journal of Experimental Social Psychology*, 48 (1), 441-445.
14. Amar, Moty, Dan Ariely, Shahar Ayal, **Cynthia E. Cryder**, and Scott Rick (2011), "Winning the Battle but Losing the War: The Psychology of Debt Management," *Journal of Marketing Research*, 48, S38-S50.
15. **Cryder, Cynthia E.**, Alex John London, Kevin G. Volpp, and George Loewenstein (2010), "Informative Inducement: Study Payment as a Signal of Risk," *Social Science and Medicine*, 70 (3), 455-464.
16. Rick, Scott, **Cynthia E. Cryder**, and George Loewenstein (2008), "Tightwads and Spendthrifts," *Journal of Consumer Research*, 34 (6), 767-782.
17. **Cryder, Cynthia E.**, Jennifer Lerner, James Gross, and Ronald Dahl (2008), "Misery is not Miserly: Sad and Self-focused Individuals Spend More," *Psychological Science*, 19 (6), 525-530.

Book Chapters

18. Loewenstein, George, **Cynthia E. Cryder**, Shlomo Benartzi, and Alessandro Previtiero (2011), "Addition by Division: Partitioning Real Accounts for Financial Well-Being," in Transformative

Consumer Research for Personal and Collective Well-Being, ed. D. G. Mick, S. Pettigrew, C. Pechman, and J. Ozanne, New York: Taylor & Francis Group.

19. **Cryder, Cynthia E.**, and George Loewenstein (2010), “The critical link between tangibility and generosity,” in *The Science of Giving: Experimental Approaches to the Study of Charity*, ed. D. M. Oppenheimer and C.Y. Olivola, Taylor and Francis.
20. **Cryder, Cynthia E.** and Jennifer Lerner (2009), “Uncertainty,” in *The Oxford Companion to the Affective Sciences*, ed. D. Sander and K. Scherer, New York: Oxford University Press.

Working Papers

Stephenson, Brittney, **Cynthia Cryder**, Robyn LeBoeuf, and Steve Nowlis, “Why Garlic Ice Cream? Innovative Line Extensions Can Increase Choice of a Brand’s Pre-existing Products”. *Revising for 2nd round resubmission to Journal of Marketing*.

Gershon, Rachel, **Cynthia Cryder**, and Katherine Milkman, “Friends with Health Benefits: Bundling Incentives with Social Support to Increase Gym Usage”. *Revising for resubmission*.

Park, Alexander, Rachel Gershon, and **Cynthia Cryder**, “Fighting Fiscal Awkwardness”, *Under review*.

Gershon, Rachel, **Cynthia Cryder**, and Merriah Croston, “The Risk-Reward Tradeoff is Different for Non-profits”. *Working paper*.

Yu, Tianjiao, Robyn LeBoeuf, and **Cynthia Cryder**, “Refund Psychology”, *Working paper*.

Selected Other Work in Progress

The Wanting Crime with Tianjiao Yu and Sydney Scott

To Err is Human, To Correct is Algorithmic, with Chengyao Sun

Conference presentations

* denotes presenter

*Gershon, Rachel, Cynthia Cryder, and Katy Milkman (2020, December). *Friends with Health Benefits*. Paper presented at the annual meeting of the Society for Judgment and Decision Making, virtual conference.

*Park, Alexander, Cynthia Cryder, and Rachel Gershon (2020). *Fighting Fiscal Awkwardness: The (Dis)Advantages of Digital Payment Methods on Peer-Debt Dynamics*. Paper presented at the annual Association for Consumer Research conference, virtual conference.

*Gershon, Rachel, Cynthia Cryder, and Merriah Croston (2019, October). *Risky Business: The Risk-reward Tradeoff is Different for Nonprofits*. Paper presented at the annual Association for Consumer Research conference, Atlanta, Georgia.

Gershon, Rachel, *Cynthia Cryder, and Leslie John (2019, September). *The Reputational Benefits and*

- Material Burdens of Prosocial Referral Incentives*. Paper presented at the Behavioral Insights into Business for Social Good conference, Vancouver, CA.
- *Gershon, Rachel, Cynthia Cryder, and Merriah Croston (2019, September). *Risky Business: The Risk-reward Tradeoff is Different for Nonprofits*. Paper presented at the Behavioral Insights into Business for Social Good Conference, Vancouver, CA.
- Gershon, Rachel, Cynthia Cryder, and *Merriah Croston (2019, February). *Risky Business: The Risk-reward Tradeoff is Different for Nonprofits* Paper presented at the annual Society for Consumer Psychology conference, Savannah, Georgia.
- *Gershon, Rachel, Cynthia Cryder, and Leslie John (2019, February). *The Reputational Benefits and Material Burdens of Prosocial Referral Incentives*. Paper presented at the annual Society for Consumer Psychology conference, Savannah, Georgia.
- Gershon, Rachel and *Cynthia Cryder (2018, June). *Risky Business: The Risk-reward Tradeoff is Different for Nonprofits*. Paper presented at the Prosocial Consumer Behavior conference, Whistler, British Columbia.
- *Gershon, Rachel, Cynthia Cryder, and Leslie John (2018, June). *The Reputational Benefits and Material Burdens of Prosocial Referral Incentives*. Paper presented at the bi-annual Behavioral Decision Research in Management conference, Boston, MA.
- *Sharma, Eesha, Stephanie Tully, and Cynthia Cryder (2018, February). *Not All Debt Is Created Equal*. Paper presented at the annual Society for Consumer Psychology conference, Dallas, TX.
- *Cheng, Anne and Cynthia Cryder (2018, February). *Double Mental Discounting: When a Single Price Promotion Feels Twice as Nice*. Paper presented at the annual Society for Consumer Psychology conference, Dallas, TX.
- *Gershon, Rachel, Cynthia Cryder, and Leslie John (2017, October). *Prosocial Referral Rewards*. Paper presented at the annual Association for Consumer Research conference, San Diego, CA.
- Cheng, Anne and *Cynthia Cryder (2017, May). *Double Mental Discounting: When a Single Price Promotion Feels Twice as Nice*. Paper presented at the Summer Decision Making Symposium, Philadelphia, PA.
- Cheng, Anne and *Cynthia Cryder (2017, April). *Double Mental Discounting: When a Single Price Promotion Feels Twice as Nice*. Paper presented at the joint Wash U.-Mizzou marketing conference.
- *Gershon, Rachel and Cynthia Cryder (2016, November). *Getting Credit for Corporate Donations: When Money Doesn't Talk*. Paper presented at the annual Society for Judgment and Decision Making Conference, Boston, MA.
- Grinstein-Weiss, Michal, *Cynthia Cryder, Mathieu Despard, Dana Perantie, Jane Oliphant, and Dan Ariely (2016, November). *The Role of Choice Architecture in Promoting Saving at Tax Time: Evidence from a Large-scale Field Experiment*. Paper presented at the annual Society for Judgment and Decision Making Conference, Boston, MA.
- *Gershon, Rachel and Cynthia Cryder (2016, October). *Getting Credit for Corporate Donations: When*

Money Doesn't Talk. Paper presented at the annual Association for Consumer Research conference, Berlin, Germany.

Grinstein-Weiss, Michal, *Cynthia Cryder, Mathieu Despard, Dana Perantie, Jane Oliphant, and Dan Ariely (2016, July). *The Role of Choice Architecture in Promoting Saving at Tax Time: Evidence from a Large-scale Field Experiment*. Paper presented at the Summer Decision Making Symposium, New York, NY.

*Gershon, Rachel and Cynthia Cryder (2016, May). *Getting Credit for Corporate Donations: When Money Doesn't Talk*. Paper presented at the annual Association for Psychological Science convention, Chicago, IL.

*Gershon, Rachel and Cynthia Cryder (2016, February). *Getting Credit for CSR: When Money Doesn't Talk*. Paper presented at the annual Society for Consumer Psychology conference, St. Pete Beach, FL.

*Cryder, Cynthia, Simona Botti, and Yvetta Simonyan (2015, November). *The Charity Beauty Premium*. Paper presented at the annual Society for Judgment and Decision Making Conference, Chicago, IL.

*Cheng, Anne and Cynthia Cryder (2015, October). *Double Mental Discounting*. Paper presented at the annual Association for Consumer Research conference, New Orleans, LA.

Cryder, Cynthia E. and *Laura Xiao (2014, October). *Spending Credit like a Windfall Gain*. Paper presented at the annual Association for Consumer Research conference, Baltimore, MD.

*Lee, Kelly, Cynthia E. Cryder, and Stephen M. Nowlis (2014, October). *Jimmy Choos vs. Nike: Experienced Adaptation for Hedonic vs. Utilitarian Products*. Paper presented at the annual Association for Consumer Research conference, Baltimore, MD.

*Cryder, Cynthia E., Scott Rick, Shahar Ayal, and Moty Amar (2014, July). *Accounts are more Evaluable than Dollars*. Paper presented at the bi-annual Behavioral Decision Research in Management Conference, London, UK.

Cryder, C. E., *Simona Botti, and Yvetta Simonyan (2014, July). *The Charity Beauty Premium*. Paper presented at the bi-annual Behavioral Decision Research in Management Conference, London, UK.

*Cryder, Cynthia E., George Loewenstein, and Richard Scheines (2014, March). *Race to the Finish: Goal Gradient in Helping Behavior*. Paper presented at the annual Society for Consumer Psychology conference, Miami, FL.

*Lee, Kelly, Cynthia E. Cryder, and Stephen M. Nowlis (2014, March). *Jimmy Choos vs. Nike: Experienced Adaptation for Hedonic vs. Utilitarian Products*. Paper presented at the annual Society for Consumer Psychology conference, Miami, FL.

*Cryder, Cynthia E. and Laura Xiao (2013, November). *Spending Credit like a Windfall Gain*. Paper presented at the annual Society for Judgment and Decision Making Conference, Toronto, ON, Canada.

*Cryder, C. E., Simona Botti, and Yvetta Simonyan (2013, October). *Giving to What We Want*

Instead of to What We Should. Paper presented at the annual North American conference of the Association for Consumer Research, Chicago, IL.

*Goodman, Joseph K., Cynthia E. Cryder, and Amar Cheema (2012, October). *The Lab in a Flat World: Benefits and Drawbacks of Using Amazon Mechanical Turk.* Paper presented at the annual North American conference of the Association for Consumer Research, Vancouver, Canada.

Amar, M., Ariely, D., Ayal, S., *Cryder, C. E., & Rick, S. (2012, February; alphabetical authorship), *Winning the Battle but Losing the War: The Psychology of Debt Management.* Paper presented at Society for Consumer Psychology Conference, Las Vegas NV.

*Cryder, C. E., & Duguid, M. (2012, January). *Status and Savings Intentions.* Paper presented at the annual Society for Personality and Social Psychology Conference, San Diego, CA.

*Cryder, C. E., & Weber, R. A. (2010, November) *The Sunny Side of Giving.* Paper presented at the annual Society for Judgment and Decision Making Conference, St. Louis, MO.

*Cryder, C. E., & Weber, R. A. (2010, October) *The Sunny Side of Giving.* Paper presented at the annual North American conference of the Association for Consumer Research, Jacksonville, FL.

*Cryder, C. E., Mullen, E. E., & Loewenstein G. (2009, October) *Wanting versus Choosing: A Disconnect between What Moves Us and What We Prefer.* Paper presented at the annual North American conference of the Association for Consumer Research, Pittsburgh, PA.

*Cryder, C. E. & Loewenstein, G. (2009, February) *The Critical Link Between Tangibility and Generosity.* Paper presented at the annual winter conference for the Society for Consumer Psychology, San Diego, CA.

*Cryder, C. E., Loewenstein, G., & Seltman, H. (2009, February) *A Race to the Finish: Rates of Donation Increase as Charities Approach Their Fundraising Goals.* Paper presented at the annual winter conference for the Society for Consumer Psychology, San Diego, CA.

*Cryder, C. E., Mullen, E. E., & Loewenstein G. (2008, November) *Wanting versus Choosing: A Disconnect between What Moves Us and What We Prefer.* Paper presented at the Society for Judgment and Decision Making Preconference: Using Human Nature to Improve Human Life, Chicago, IL.

*Cryder, C. E., Mullen, E. E., & Loewenstein G. (2008, November) *Joint Evaluation: When Practical Incentives Win.* Paper presented at the annual meeting of the Society for Judgment and Decision Making, Chicago, IL.

*Cryder, C. E., Loewenstein, G., & Seltman, H. (2008, April) *A Race to the Finish: Nearing Fund-Raising Goals Increases the Rate of Donation.* Paper presented at the meeting for Behavioral Decision Research in Management, La Jolla, CA.

*Cryder, C. E. (February, 2008). *Putting the "I" into JDM: A New Wave of Self Research in Judgment and Decision Making.* Chaired Symposium presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM. *Speakers: Tom Gilovich, Jennifer Lerner, Matthew Lieberman, Lee Ross, Fritz Strack.*

*Cryder, C., Lerner, J. S., Gross, J. J., & Dahl, R. E. (2006, November) *Self-focus ties heart strings to*

purse strings. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Houston, TX.

*Cryder, C. E., Loewenstein, G., & Seltman, H. (2008, February) *A Race to the Finish: Coming Close to Fund-Raising Goals Increases the Rate of Donation*. Poster presented at the Society for Personality and Social Psychology pre-conference meeting for Judgment and Decision Making, Albuquerque, NM.

*Cryder, C. E., Lerner, J. S., & Gross, J. J. (2008, February) *How You Feel Depends on Where You Sit: Visual Perspective and Emotional Experience*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM

*Cryder, C. E., Loewenstein, G., & Seltman, H. (2007, November) *A Race to the Finish: Coming Close to Fund-Raising Goals Increases the Rate of Donation*. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Long Beach, CA.

*Cryder, C., Lerner, J. S., Gross, J. J., & Dahl, R. E. (2007, January) *Self-focus and the sadness-splurge effect*. Poster presented at the Society for Personality and Social Psychology pre-conference meeting for Judgment and Decision Making, Memphis, TN.

*Cryder, C., Lerner, J. S., Gross, J. J., & Dahl, R. E. (2007, January) *Self-focus and the sadness-splurge effect*. Poster presented at the annual meeting of the Society for Personality and Social Psychology, Memphis, TN.

*Cryder, C. & Lerner, J. S. (2006, January). *The robust effect of sadness on economic choice*. Poster presented at the Society for Personality and Social Psychology pre-conference meeting for Judgment and Decision Making, Palm Springs, CA.

Editorial Review Board Member

Journal of Marketing Research, 2014 - present

Organizational Behavior and Human Decision Processes, 2013 - 2020

Psychological Science, 2012 - 2020

Ad-hoc Reviewer

Administrative Science Quarterly

Behavioral Science & Policy

Emotion

Journal of the Association for Consumer Research

Journal of Behavioral Decision Making

Journal of Consumer Psychology

Journal of Consumer Research

Journal of Economic Psychology

Journal of Experimental Psychology: Applied

Journal of Experimental Social Psychology

Judgment and Decision Making

Management Science

Marketing Science

Invited Presentations

2021, May	George Washington University, Marketing Department (virtual)
2021, April	University of Florida, Marketing Department (virtual)
2020, May	Columbia University Marketing Camp (postponed)
2020, January	UCSD, Marketing Department
2018, April	University of Chicago, Marketing Department
2018, March	Judgment and Decision Making Preconference, Annual Meeting of the Society for Personality and Social Psychology
2017, February	Washington University in St. Louis, Brain, Behavior, & Cognition Seminar
2017, February	Society for Consumer Psychology Annual Conference, Spotlight session: The Prosocial Consumer
2016, December	University of Pennsylvania, Decision Processes Colloquia
2016, November	Ohio State University, Marketing Department
2016, May	Tenth Triennial Invitational Choice Symposium
2016, March	Northwestern University, Marketing Department
2016, February	University of Michigan, Marketing Department
2015, May	Summer Decision Making Symposium, Montreal
2014, April	University of Virginia, Effective Altruism Conference
2014, February	Emory, Marketing Department
2012, March	UCLA, Marketing Department
2011, January	Tel Aviv University, Psychology Department
2011, January	Ono Academic College, Marketing Department
2010, March	Washington University in St. Louis, Psychology Department
2008, December	Ohio State University, Psychology Department
2008, November	Iowa State University, Marketing Department
2008, September	Syracuse University, Marketing Department
2008, September	Washington University in St. Louis, Marketing Department

Teaching

Marketing Management (MBA), Washington University in St. Louis	2020
Principles of Marketing (BSBA), Washington University in St. Louis	2009-2013, 2015-2018
Consumer Behavior (MBA), Washington University in St. Louis	2013-2014
Consumer Behavior (BSBA), Washington University in St. Louis	2013

Service to Washington University and Olin Business School

Dissertation Committees

*Rachel Gershon, Marketing, Washington University in St. Louis	2019
Brittney Stephenson, Marketing, Washington University in St. Louis	2018
Jihyun Suh, Psychology, Washington University in St. Louis	2018
Blaire Weidler, Psychology, Washington University in St. Louis	2017
Gabbie Tonietto, Marketing, Washington University in St. Louis	2017
Andrew Westbrook, Psychology, Washington University in St. Louis	2016
Brittany Solomon, Psychology, Washington University in St. Louis	2015
Fernando Lopez, Finance, Washington University in St. Louis	2014
Erika Carlson, Psychology, Washington University in St. Louis	2013
Erik Shumaker, Psychology, Washington University in St. Louis	2011
*Denotes serving as committee chair	

Faculty Facilitator, Olin Business School	2019-present
University Assembly Series Committee Member	2016-2019
Undergraduate research supervisor, Wash U. Consumer Behavior Lab	2009-present
Faculty Presenter, Annual Giving Directors' Consortium (hosted by Wash U.)	2017
Marketing Department Seminar Series organizer	2011, 2014
Keynote Speaker, Olin Award Luncheon	2011
Interview Committee, Dean's Scholarship	2011

Other Service

Program Committee, Society for Consumer Psychology conference	2016-2019
Program Committee, Behavioral Decision Research in Management conference	2018
Program Committee, Association for Consumer Research conference	2016-2017
Faculty Participant, Society for Consumer Psychology Doctoral Consortium	2015, 2017
Keynote Speaker, Association of Fundraising Professionals, St. Louis chapter	2015
Co-chair, "The Greater Good" Preconference at BDRM conference, London, UK	2014
Guest Speaker, St. Louis Children's Hospital, Craniofacial Surgery Dept.	2014
Reviewer, ACR Competitive Papers	2013-2015
Reviewer, SCP Dissertation Competition	2012-2014
Co-chair, Women in JDM networking event at SJDM conference	2010-2012