

# BEIDI HU

University of Chicago Booth School of Business

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## ACADEMIC EMPLOYMENT

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### University of Chicago, Booth School of Business

Assistant Professor of Marketing

2024 –

- *Faculty Affiliate*, Roman Family Center for Decision Research

## EDUCATION

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### University of Pennsylvania, The Wharton School

Ph.D. in Decision Processes

2019 – 2024

### University of Pennsylvania

B.A. in Philosophy, Politics, and Economics, *summa cum laude*

2015 – 2019

## RESEARCH

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**Research Interests:** Consumer Behavior; Belief Formation; Decision-making under Risk and Uncertainty

### Publications

*\* denotes equal authorship; + denotes student collaborator*

1. **Hu, Beidi\***, Siyuan Yin\*, and Alice Moon\* (2026), “[When Goods Were Odds: Do People Prefer Uncertain Goods After Uncertainty Is Resolved?](#)” Forthcoming at the *Journal of Consumer Research*.
2. **Hu, Beidi**, Alice Moon, and Eric VanEpps (2026), “[Choice Set Size Neglect in Predicting Others’ Preferences.](#)” *Psychological Science*, Online First.
3. **Hu, Beidi** and Joseph P. Simmons (2025), “[Different Methods Elicit Different Belief Distributions.](#)” *Journal of Experimental Psychology: General*, 154(2): 476-96.
4. **Hu, Beidi**, Celia Gaertig, and Berkeley J. Dietvorst (2025), “[How Should Time Estimates be Structured to Increase Customer Satisfaction?](#)” *Management Science*, 71(9): 7497-515.
5. **Hu, Beidi** and Joseph P. Simmons (2023), “[Does Constructing a Belief Distribution Truly Reduce Overconfidence?](#)” *Journal of Experimental Psychology: General*, 152(2): 571-89.

### Working Papers

6. Gaertig, Celia\*, **Beidi Hu\***, and Joseph P. Simmons, “What are the Different Types of Uncertainty?” Revising for second round review at *Psychological Science*.
7. Lewis, Joshua and **Beidi Hu**, “[People Think Off the Margin: Preferentially Improving Outcomes That Are Already More Valuable.](#)”

### Selected Work in Progress

*(Project titles are provisional.)*

8. “Aligning Time Estimates with Individual Preferences” with Berkeley J. Dietvorst and Celia Gaertig
9. “Midpoint as Reference Point” with Jiarui (Sophie) Wang<sup>+</sup>
10. “Paying to Unlock Uncertain Discounts” with Sam Borislow<sup>+</sup>

## CONFERENCE PRESENTATIONS

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### **“What are the Different Types of Uncertainty?”**

*\*denotes presented by co-author*

- Society for Consumer Psychology (SCP), Mar 2026, San Diego, CA
- Society for Judgment and Decision Making (SJDM), Nov 2025, Denver, CO
- Association for Consumer Research (ACR), Oct 2025, Washington, DC \*

### **“The Psychology of Belief Distribution Elicitations”**

- Workshop on Belief Distribution Elicitation Methods, Jun 2025, Chicago, IL

### **“When Goods Were Odds: Do People Prefer Uncertain Goods After Uncertainty Is Resolved?”**

- Association for Consumer Research (ACR), Sept 2024, Paris, France \*
- American Marketing Association Consumer Behavior Special Interest Group, Jul 2024, Vienna, Austria \*
- Behavioral Decision Research in Management (BDRM), Jun 2024, Chicago, IL \*
- Society for Consumer Psychology (SCP), Mar 2024, Nashville, TN
- Society for Judgment and Decision Making (SJDM), Nov 2023, San Francisco, CA
- Society for Personality and Social Psychology (SPSP) JDM Pre-conference (flash talk), Feb 2023, Atlanta, GA

### **“How Should Time Estimates be Structured to Increase Customer Satisfaction?”**

- Behavioral Decision Research in Management (BDRM), Jun 2024, Chicago, IL
- Society for Consumer Psychology (SCP), Mar 2022, Virtual
- Society for Judgment and Decision Making (SJDM) (Poster), Feb 2022, Virtual
- Association for Consumer Research (ACR), Oct 2021, Virtual

### **“Choice Set Size Neglect in Predicting Others’ Preferences”**

- Society for Consumer Psychology (SCP), Mar 2023, San Juan, PR
- Association for Consumer Research (ACR), Oct 2022, Denver, CO

### **“Different Methods Elicit Different Belief Distributions”**

- Society for Consumer Psychology (SCP), Mar 2022, Virtual
- Association for Consumer Research (ACR), Oct 2021, Virtual
- Society for Judgment and Decision Making (SJDM) (Poster), Dec 2020, Virtual

### **“Does Constructing a Belief Distribution Truly Reduce Overconfidence?”**

- Summer Institute on Bounded Rationality (Poster), Jun 2022, Berlin, Germany
- Society for Personality and Social Psychology (SPSP) Judgment and Decision-Making Pre-conference (Student flash talk), Feb 2022, Virtual
- Society for Personality and Social Psychology (SPSP) Main Convention (Symposium Chair), Feb 2022, Virtual
- Society for Judgment and Decision Making (SJDM) (Poster), Feb 2022, Virtual
- Subjective Probability, Utility, and Decision Making (SPUDM), Aug 2021, Virtual

## POPULAR PRESS

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For “How Should Time Estimates be Structured to Increase Customer Satisfaction?”

[“Late deliveries annoy customers... but don’t have to”](#) (2025), *Chicago Booth Review*

For “Does Constructing a Belief Distribution Truly Reduce Overconfidence?”

[“Some research on overconfidence might be a little too confident”](#) (2022), *Behavioral Science*

## TEACHING

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### Instructor

(MBA Core) Marketing Strategy (Winter 2025, Winter 2026), *Chicago Booth*

(PhD) Marketing Literature Seminar (Winter 2027), *Chicago Booth*

### Guest Lectures

(PhD) Consumer Behavior PhD seminar “*Mispredicting Others’ Preferences*” (Spring 2026), *Chicago Booth*

(UG) Evaluating Evidence “*Experiments*” (Spring 2023), *The Wharton School*

(UG) Decision Processes “*Statistical Decision Making*” (Spring 2023), *The Wharton School*

(UG) Consumer Behavior “*Research Presentation*” (Spring 2023), *The Wharton School*

### Teaching Assistant

(MBA, EMBA) Managerial Decision Making (x 5, 2018–2022), *The Wharton School*

(UG Core) Introduction to Operations, Information, and Decisions (x 2, 2023–2024), *The Wharton School*

### Pedagogical Training

Certificate in Higher Education Teaching (2025), *Harvard University Derek Bok Center for Teaching and Learning*

## MENTORING & ADVISING

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### PhD Student Mentoring

Jiarui (Sophie) Wang (Chicago Booth Behavioral Marketing), Curriculum Paper Advisor

Sam Borislow (Chicago Booth Behavioral Marketing), Collaborator

### Pre-doctoral Mentoring

UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

Zaiying (Yvette) Yang, Research Professional

THE WHARTON SCHOOL

Coordinator, Judgment and Decision Making Research Immersion (x 6, 2020–2023)

Mentor, Pre-Doctoral Directed Reading Program (2023)

Research mentoring for Penn undergraduate students (2020–2023): Oliver Zou, Jake Flancer, Gregoria Fiorentino, Ruby Chen, Brianna Geng, Maria Rojas Londono, Jillian Pope

## SELECTED GRANTS AND AWARDS

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AI and Analytics for Business Grant, The Wharton School “ <i>AI Decision Aids and Metacognition</i> ”	2023
Baker Retailing Center Research Grant, The Wharton School “ <i>Opportunities and Risks in Belief Distribution Elicitations</i> ”	2023
Mack Institute for Innovation Management Fellowship, The Wharton School “ <i>AI Decision Aids and Metacognition</i> ”	2022, 2023
“ <i>Opportunities and Risks in Belief Distribution Elicitations</i> ”	2023
“ <i>Understanding the Downstream Consequences of Play to Earn</i> ”	2022
Russell Ackoff Doctoral Fellowship in Risk Management, The Wharton School “ <i>Investigating the Antecedent and Consequence of Perceived Uncertainty</i> ”	2020, 2021, 2022
	2022

“ <i>Subjective Belief Distributions for Uncertain Events</i> ”	2021
“ <i>Intuitive Perception of Interval Estimates</i> ”	2020
George James Term Fund, The Wharton School	2022
PRE-DOCTORAL AWARDS:	
Dean’s List, University of Pennsylvania	2015 – 2019
Undergraduate Research Mentoring Grant, University of Pennsylvania	2016
Undergraduate Book Award, Penn German Department	2016
German Educational Exchange Service (KMK-PAD) Fellowship	2013
International German Olympiad Finalist	2012
Champion of National German Olympiad	2011

## SERVICE TO THE FIELD

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### Ad-hoc Journal/Grant Reviewing:

Journal of Consumer Research  
 Journal of Economic Behavior and Organization  
 Management Science  
 National Science Foundation  
 Organizational Behavior and Human Decision Processes  
 Personality and Social Psychology Bulletin  
 Psychological Science  
 Thinking and Reasoning

### Conference Reviewing:

Society for Judgment and Decision-Making (SJDM)  
 Association of Consumer Research (ACR)  
 Society for Consumer Psychology (SCP)  
 Society for Personality and Social Psychology (SPSP)  
 Subjective Probability, Utility, and Decision Making (SPUDM)  
 Wharton-INSEAD Doctoral Consortium

### Conference Organization:

Co-organizer, *Workshop on Belief Distribution Elicitation Methods*, Chicago, IL (June 2025)  
 Co-organizer, *11th Wharton-INSEAD Doctoral Consortium*, Philadelphia, PA (October 2022)

## UNIVERSITY SERVICE & ENGAGEMENT

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### THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

University of Chicago Early Career Success Program (2024 – 2025)  
 Co-organizer, Marketing Research Workshop (Winter 2025, Spring 2025)  
 Faculty Coordinator, Behavioral Marketing Brown Bag (2024 – 2025)  
 Faculty Presenter, Behavioral Marketing/Behavioral Science PhD Student Orientation (2024)  
 PhD Admission Committee (2024 –), Faculty Recruiting Committee (2024 –)

### THE WHARTON SCHOOL

DEI Program Mentor, *Wharton Doctoral Council* (2022 – 2023)  
 Peer Mentor, *Wharton Doctoral Council* (2021 – 2023)  
 Ph.D. Student Advisory Board, *Wharton Pre-Doctoral Directed Reading Program* (2021)

## **PROFESSIONAL AFFILIATIONS**

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Society for Judgment and Decision Making  
Society for Consumer Psychology  
Association for Consumer Research  
Society for Personality and Social Psychology  
European Association for Decision Making

## **LANGUAGES**

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English, Mandarin (native), and German (C1, DSD II)  
Certified advanced-level interpreter for English-Mandarin and German-Mandarin interpretation (2013)