

ROBERT MISLAVSKY

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Baltimore, MD 21202

www.robmislavsky.com

ACADEMIC POSITIONS

Carey Business School, Johns Hopkins University

Assistant Professor of Marketing

2018 to present

EDUCATION

The Wharton School, University of Pennsylvania

PhD, Operations, Information, and Decisions

2013 to 2018

Tepper School of Business, Carnegie Mellon University

M.B.A., Marketing and Product Development

2011 to 2013

R.H. Smith School of Business, University of Maryland

B.S., Finance and Operations Management

2005 to 2009

REFEREED JOURNAL ARTICLES

Mislavsky, R., & C. Gaertig (2024). Premature Predictions: Accurate Forecasters Are Not Viewed as More Competent For Early Predictions. *Journal of Experimental Psychology: General*, 153(1), 159-170. <https://doi.org/10.1037/xge0001487>.

Mislavsky, R., & C. Gaertig (2022). Combining Probability Forecasts: 60% and 60% is 60%, but Likely and Likely is Very Likely. *Management Science*, 68(1), 541-563. <https://doi.org/10.1287/mnsc.2020.3902>.

Beshears, J., H.N. Lee, K.L. Milkman, **R. Mislavsky**, & J. Wisdom (2020). Creating Exercise Habits Using Incentives: The Tradeoff between Flexibility and Routinization. *Management Science*, 67(7), 4139-4171. <https://doi.org/10.1287/mnsc.2020.3706>.

Mislavsky, R., B. Dietvorst, & U. Simonsohn (2020). Critical Condition: People Don't Dislike a Corporate Experiment More Than They Dislike Its Worst Condition. *Marketing Science*, 39(6), 1092-1104. <https://doi.org/10.1287/mksc.2019.1166>.

Mislavsky, R., & U. Simonsohn (2018). When Risk is Weird: Unexplained Transaction Features Lower Valuations. *Management Science*, 64(11), 5395-5404. <https://doi.org/10.1287/mnsc.2017.2868>.

WORKING PAPERS

Mislavsky, R. (2024). Behavioral Tokenomics: Consumer Perceptions of Cryptocurrency Token Design. Reject and resubmit at *Journal of Marketing*.

Zwebner, Y., **R. Mislavsky**, & D. Small (2024). Justified Selfishness: People Donate Less Often When They Can Explain Their Decision. In preparation.

Mislavsky, R. (2024) The Retest Reflex: People are More Likely to Retake Positive Tests. In preparation.

Yang, H., R. Belk, Z. Carmon, N. Fast, S. Jung, B. Kahn, **R. Mislavsky**, B. Schmitt, K. Sudhir, B. Sun, & M. Zhu (2023) Metaverse Marketing: A Primer. Revise and resubmit at *Journal of Marketing*.

OTHER PUBLICATIONS

Wan, E., T. Stirrat, **R. Mislavsky**, & R. Redett (2023). Research ‘arms race’ among plastic surgery residency applicants: When is good enough ‘good enough’? *Journal of Plastic, Reconstructive, and Aesthetic Surgery*, 82, 198-199. <https://doi.org/10.1016/j.bjps.2023.04.089>.

Mislavsky, R., B.J Dietvorst, & U. Simonsohn (2019). The minimum mean paradox: A mechanical explanation for apparent experiment aversion. *Proceedings of the National Academy of Sciences*, 116(48), 23883-23884. <https://doi.org/10.1073/pnas.1912413116>.

- Letter submitted in response to [Meyer et al. \(2019\)](#).

Bitterly, T.B., **R. Mislavsky**, H. Dai, and K.L. Milkman (2015). “Want-Should Conflict: A Synthesis of Past Research.” In W. Hoffman and L. Nordgren (eds.) *The Psychology of Desire*.

CONFERENCE PRESENTATIONS

Mislavsky, R. Markets in the Metaverse.

- Triennial Choice Symposium, Fontainebleau, FR, 2023 (invited)

Mislavsky, R. Positively Negative: People are More Likely to Retake Positive Tests.

- Colorado Winter Conference on Marketing and Cognition, Steamboat Springs, CO, 2023 (invited)

Mislavsky, R., H. Yang, and T. Lu. Valuing Rarity in Digital Goods.

- Crypto-Marketing Conference, New York, NY, 2022

Mislavsky, R. & C. Gaertig. Premature Predictions: Forecasters Get Less Credit for Predictions Made Too Early.

- Association for Consumer Research Conference, Virtual, 2021
- Society for Judgment and Decision Making Conference, Virtual, 2020

Mislavsky, R. Lay Theories of Self-Experimentation.

- Triennial Choice Symposium, Cambridge, MD, 2019 (invited)

Mislavsky, R. & C. Gaertig. Combining Probability Forecasts: 60% and 60% is 60%, but Likely and Likely is Very Likely.

- Tinbergen Institute Bayesian Crowd Conference, Rotterdam, NL, 2019
- Society for Judgment and Decision Making Conference, New Orleans, LA, 2018
- Society for Consumer Psychology Conference, Dallas, TX, 2018
- Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2017

Beshears, J., H.N. Lee, K.L. Milkman, **R. Mislavsky**, & J. Wisdom. Creating Exercise Habits Using Incentives: The Tradeoff between Flexibility and Routinization.

- Society for Judgment and Decision Making Conference, Vancouver, BC, 2017
- Society for Judgment and Decision Making Conference, Boston, MA, 2016 (poster)
- Advances in the Science of Habits Conference, Catalina Island, CA, 2016 (poster)
- Behavioral Decision Research in Management, Toronto, ON, 2016
- Center for Health Incentives and Behavioral Economics, Philadelphia, PA, 2015

Mislavsky, R., B. Dietvorst, & U. Simonsohn. Critical Condition: People Don't Dislike a Corporate Experiment More Than They Dislike Its Worst Condition.

- Society for Consumer Psychology Conference, Savannah, GA, 2019
- Society for Judgment and Decision Making Conference, New Orleans, LA, 2018
- Conference on Digital Experimentation, Cambridge, MA, 2018
- Society for Judgment and Decision Making Conference, Chicago, IL, 2015 (poster)

Mislavsky, R., & U. Simonsohn. When Risk is Weird: Unexplained Transaction Features Lower Valuations.

- Society for Consumer Psychology Conference, St. Pete Beach, FL, 2016
- Association for Consumer Research Conference, New Orleans, LA, 2015
- Whitebox Advisors Graduate Student Conference, New Haven, CT, 2015
- Society for Judgment and Decision Making Conference, Long Beach, CA, 2014 (poster)

INVITED PRESENTATIONS

Washington University, Olin Business School (March 2019)

Johns Hopkins University, Carey Business School (December 2017)

University of Colorado, Leeds School of Business (October 2017)

University of Chicago, Booth School of Business (October 2017)

New York University, Stern School of Business (October 2017)

Updated: March 4, 2024

Georgetown University, McDonough School of Business (September 2017)

University of Michigan, Ross School of Business (September 2017)

AWARDS AND HONORS

Finalist, Exeter Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economics	2023
Runner-up, Society for Judgment and Decision Making Einhorn New Investigator Award	2020
Russell Ackoff Doctoral Student Fellowship	2014-2018
Wharton Doctoral Fellowship	2013-2018
Wharton Doctoral Travel Grant	2015

PROFESSIONAL AND SERVICE ACTIVITIES

Carey Business School, Johns Hopkins University	
Marketing Seminar Coordinator	2023-present
Predoctoral Program Exploration Committee	2022-2023
Faculty Search Committee (Practice Track)	2022
Course Lead, Branding and Marketing Communication	2021-present
Marketing Curriculum Subcommittee	2021-present
Course Lead, Marketing Research	2020-present
Academic Ethics Board	2019-2023
Co-Organizer, Johns Hopkins Behavioral Science Forum	2019-present
Faculty Search Committee (Research Track)	2019

Ad Hoc Reviewer

Behavioural Public Policy, Economic Letters, Israel Science Foundation, Journal of Behavioral Decision Making, Journal of Personality and Social Psychology, Journal of the Academy of Marketing Science, Journal of the Association for Consumer Research, Journal of Marketing Research, Management Science, Marketing Science, Marketing Science Institute, Nature Human Behavior, Organizational Behavior and Human Decision Processes, Proceedings of the National Academies of Science

Faculty Mentor, Society for Judgment and Decision Making 2022

TEACHING EXPERIENCE

Carey Business School, Johns Hopkins University

- Instructor, Marketing Research (MS Marketing, MBA) 2019-present
- Guest Lecturer, Technology Entrepreneurship (Executive Education) 2021

The Wharton School, University of Pennsylvania

- Guest Lecturer, Business Research: Fundamentals and Applications (Undergrad) 2015