

ROBERT MISLAVSKY

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ACADEMIC POSITIONS

Carey Business School, Johns Hopkins University

- Associate Professor of Marketing (2026 to present)
- Assistant Professor of Marketing (2018 to 2026)

EDUCATION

The Wharton School, University of Pennsylvania

- Ph.D., Operations, Information and Decisions (2013 to 2018)

Carnegie Mellon University

- M.B.A., Marketing and Product Development (2011 to 2013)

University of Maryland

- B.S., Finance and Operations Management (2005 to 2009)

PEER-REVIEWED PUBLICATIONS

Authors listed in order of contribution unless otherwise noted

6. Lu, J., **R. Mislavsky**, & H. Yang (2025). Uncommonly Rare: Consumers Value Rarity in Digital Goods More in Larger Collections. *Journal of the Association for Consumer Research*, 10(2), 206-219. [\[DOI\]](#) [\[ResearchBox\]](#)
5. **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. [\[DOI\]](#) [\[ResearchBox\]](#)
4. **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. [\[DOI\]](#) [\[ResearchBox\]](#)
 - Winner, [Society for Judgment and Decision Making Best Paper Award](#) (2025)
 - Finalist, [Decision Analysis Society Publication Award](#) (2024)
 - 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)
3. 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. [\[DOI\]](#) **Authors listed alphabetically*

¹Updated August 17, 2026

2. **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. [\[DOI\]](#) [\[ResearchBox\]](#)
1. **Mislavsky, R.**, & U. Simonsohn (2018). When Risk is Weird: Unexplained Transaction Features Lower Valuations. *Management Science*, 64(11), 5395-5404. [\[DOI\]](#) [\[OSF\]](#)

WORKING PAPERS

4. **Mislavsky, R.** (2026). Behavioral Tokenomics: Consumer Perceptions of Cryptocurrency Token Design. Revise and resubmit at *International Journal of Research in Marketing*.
3. **Mislavsky, R.** (2026). The Retest Reflex: People are More Likely to Retake Positive Tests. In preparation for submission to *Journal of Marketing Research*.
2. Yang, H. & **R. Mislavsky** (2025). Fractional Ownership of Digital Goods. In preparation for submission to *Journal of the Association for Consumer Research*.
1. Zwebner, Y., **R. Mislavsky**, & D. Small (2024). Justified Selfishness: People Donate Less Often When They Can Explain Their Decision.

OTHER PUBLICATIONS

3. 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. [\[DOI\]](#)
2. **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. [\[DOI\]](#)
1. 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*. [\[PDF\]](#)

SELECTED RESEARCH IN PROGRESS

5. When Do People Pay Royalties on Secondary Sales?
4. Combining Non-Probabilistic Estimates (with Celia Gaertig)
3. Evaluating Forecasts that Change Over Time (with Celia Gaertig)
2. Perceived Agreement Between Forecasters Using Verbal versus Numeric Forecasts (with William Ryan and Celia Gaertig)
1. Measurement Sampling: Improving Willingness-to-Pay Elicitation by Using Many Methods

PRESENTATIONS

The Retest Reflex: People are More Likely to Retake Positive Tests

- Advances in Decision Analysis Conference, Durham, NC, June 2026
- Marketing Seminar, UC Berkeley Haas School of Business, Berkeley, CA, March 2026 (invited)
- Behavioral Decision Research in Management, Chicago, IL, June 2024
- Colorado Winter Conference on Marketing and Cognition, Steamboat Springs, CO, February 2023 (invited)

Behavioral Tokenomics: Consumer Perceptions of Cryptocurrency Token Design

- Marketing Science Conference, Washington, DC, June 2025

Uncommonly Rare: Consumers Value Rarity in Digital Goods More in Larger Collections

- Marketing Science Conference, Washington, DC, June 2025
- Crypto-Marketing Conference, New York, NY, December 2022

Markets in the Metaverse

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

Premature Predictions: Accurate Forecasters Are Not Viewed as More Competent for Earlier Predictions

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

Lay Theories of Self-Experimentation

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

Combining Probability Forecasts: 60% and 60% is 60%, but Likely and Likely is Very Likely

- Tinbergen Institute Bayesian Crowd Conference, Rotterdam, NL, June 2019
- Marketing Seminar, Washington University Olin Business School, St. Louis, MO, March 2019 (invited)
- Society for Judgment and Decision Making Conference, New Orleans, LA, October 2018
- Society for Consumer Psychology Conference, Dallas, TX, 2018
- Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, May 2017

Creating Exercise Habits Using Incentives: The Tradeoff Between Flexibility and Routinization

- Society for Judgment and Decision Making Conference, Vancouver, BC, November 2017
- Society for Judgment and Decision Making Conference, Boston, MA, November 2016 (poster)
- Advances in the Science of Habits Conference, Catalina Island, CA, August 2016 (poster)
- Behavioral Decision Research in Management, Toronto, ON, June 2016

Critical Condition: People Don't Dislike a Corporate Experiment More Than They Dislike Its Worst Condition

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

When Risk is Weird: Unexplained Transaction Features Lower Valuations

- Marketing Seminar, Johns Hopkins Carey Business School, Baltimore, MD, December 2017 (invited)
- Marketing Seminar, University of Colorado Leeds School of Business, October 2017 (invited)
- Marketing Seminar, University of Chicago Booth School of Business, October 2017 (invited)
- Marketing Seminar, New York University Stern School of Business, October 2017 (invited)

- Marketing Seminar, Georgetown University McDonough School of Business, September 2017 (invited)
- Marketing Seminar, University of Michigan Ross School of Business, September 2017 (invited)
- Society for Consumer Psychology Conference, St. Pete Beach, FL, February 2016
- Association for Consumer Research Conference, New Orleans, LA, October 2015
- Whitebox Advisors Graduate Student Conference, New Haven, CT, May 2015
- Society for Judgment and Decision Making Conference, Long Beach, CA, November 2014 (poster)

AWARDS AND GRANTS

- [Marketing Science Institute Young Scholar](#) (2025)
- Winner, [Society for Judgment and Decision Making Best Paper Award](#) (2025)
- Finalist, [Decision Analysis Society Publication Award](#) (2024)
- 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)
- Research Participant Compensation Grant, Carey Business School - \$2,667 (2023)

PROFESSIONAL AND SERVICE ACTIVITIES

Carey Business School, Johns Hopkins University

- Institutional Review Board Representative (2026-present)
- Marketing Curriculum Subcommittee (2021-present)
- Course Lead, Marketing Research (2020-present)
- Reviewer, Johns Hopkins Nexus Award (2026)
- Marketing Seminar Coordinator (2023-2025)
- Predoctoral Program Exploration Committee (2022-2023)
- Practice Track Faculty Search Committee (2022)
- Course Lead, Branding and Marketing Communication (2021-2025)
- Member, Academic Ethics Board (2019-2023)
- Co-Organizer, Johns Hopkins Behavioral Science Forum (2019-2022)
- Research Track Faculty Search Committee (2019)

Professional Service Activities

- Workshop Organizer, Choice Symposium, Vail, CO (2026)
- Ad-Hoc Reviewer

Behavioural Public Policy, Economic Letters, International Journal of Forecasting, 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 Consumer Research, Journal of Marketing Research, Management Science, Marketing Science, Marketing Science Institute, Nature Human Behavior, Organization Science, Organizational Behavior and Human Decision Processes, Proceedings of the National Academies of Science, Psychological Science, SJDM Featured Research

- Faculty Mentor, Society for Judgment and Decision Making (2022)

TEACHING EXPERIENCE

Carey Business School, Johns Hopkins University

- Instructor, Consumer Behavior (MS Marketing, MBA; 2025-present)
- Instructor, Marketing Research (MS Marketing, MBA; 2019-2025)
- Guest Lecturer, Technology Entrepreneurship (Executive Education, 2021)