

CHRISTOPHER K. HSEE

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BASIC INFORMATION

Ph.D. (psychology), Yale University

Dean's Distinguished Chair Professor of Marketing, Cheung Kong Graduate School of Business

Theodore O. Yntema Professor Emeritus of Behavioral Science and Marketing, University of Chicago Booth School of Business

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RESEARCH INTERESTS

Psychology of judgment and decision-making, consumer psychology, marketing, organizational behavior, happiness, social psychology, the psychology of aging, cross-culture psychology, behavioral economics and behavioral game theory

SELECTED PROFESSIONAL SERVICES AND HONORS

Distinguished Scientist Award from the Society for Consumer Psychology (SCP)

Nicosia Best Competitive Paper Award from the Association of Consumer Research (ACR)

Fellow of the Association for Psychological Science (APS) "for sustained and outstanding distinguished contributions to psychological science"

Former President of the Society of Judgment and Decision Making (SJDM).

McKinsey Award for Excellence in Teaching from Chicago Booth

Phoenix Award (for having greatly enriched the learning experiences of the students through voluntary extracurricular and community activities) from Chicago Booth.

PUBLICATIONS

* *Coauthors with italicized names* were students or advisees.

* Google Scholar Citation Count exceeds **28000** as of 10/2025.

* To download a paper, visit <https://ChrisHsee.com/>

Hsee, C.K. *Li, X. & Zeng, Y.* (forthcoming). People overshoot when choosing resource pools. Journal of Experimental Social Psychology.

Hsee, T., Zeng, Y. & Hsee, C.K. (forthcoming). A rater-reader inconsistency: Underjudging the influence of price in consumer ratings. Psychology and Marketing.

Li, X., Hsee, C. K. & *Wang, S.* (forthcoming). Cherry-picking tolerance in news reporting. Journal of Behavioral Decision-Making.

Li, X. & Hsee, C. K. (forthcoming). Blaming the strawless brickmaker: Input neglect in judging decision quality. Journal of Behavioral Decision-Making.

Hsee, C. K., Imas, A., & *Li, X.* (2025). How framing influences strategic interactions. Management Science.

Wang, S., Li, X., *Huang, C.* & Hsee, C. K. (2025). The nation or the leader? Exploring the effect of framing in news coverage of international conflicts. Judgment and Decision-Making.

Wei, S., & Hsee, C. K. (2024). Future-present relationship insensitivity: A new perspective on psychological myopia and psychological hyperopia. Journal of Behavioral Decision-Making, 37(1), e2358.

Yang, Y., *Li, X.*, & Hsee, C. K. (2023). Relevance insensitivity: A framework of psychological biases in consumer behavior and beyond. Consumer Psychology Review, 6(1), 121-132.

Hsee, C. K., *Zeng, Y.*, *Li, X.*, & Imas, A. (2023). The psychology of negative-sum behavior in strategic interactions. Journal of Personality and Social Psychology, 125(4), 720–729.

Lu, Z., Hsee, C.K., & *Zhang, K.* (2023). Short-Asking with Long-Entreating (SALE): A simple method to increase purchase quantity. Journal of the Academy of Marketing Science, 52(4), 1152-1170.

Li, X., Hsee, C. K. & O'Brien, E. (2023). “It could be better” can make it worse: When and why people mistakenly communicate upward counterfactual information. Journal of Marketing Research, 60(2), 219-236.

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- Yang, A. & Hsee, C. K. (2022). Obligatory publicity increases charitable acts. Journal of Consumer Research, 48(5), 839-857.
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- Li, X., & Hsee, C. K. (2021). Free-riding and cost-bearing in discrimination. Organizational Behavior and Human Decision Processes, 163, 80-90.
- Hsee, C. K., Yang, Y., & Li, X. (2019). Relevance insensitivity: A new look at some old biases. Organizational Behavior and Human Decision Processes, 153, 13-26.
- Lu, Z., & Hsee, C. K. (2019). Less willing to pay but more willing to buy: How the elicitation method impacts the valuation of a promotion. Journal of Behavioral Decision Making, 32(3), 334-345.
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- Li, X., & Hsee, C. K. (2019). Beyond preference reversal: Distinguishing justifiability from evaluability in joint versus single evaluations. Organizational Behavior and Human Decision Processes, 153, 63-74.

- Li, X., & Hsee, C. K. (2019). Being “rational” is not always rational: Encouraging people to be rational leads to hedonically suboptimal decisions. Journal of the Association for Consumer Research, 4(2), 115-124.*
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- Ruan, B., Hsee, C. K. & Lu, Y. (2018). The teasing effect: An underappreciated benefit of creating and resolving an uncertainty. Journal of Marketing Research, 55(4), 556-570.*
- Yang, A., & Hsee, C. K. (2018). Idleness versus busyness. Current Opinion in Psychology, 28, 15-18.*
- Zhu, M., Yang, Y. & Hsee, C. K. (2018). The mere urgency effect. Journal of Consumer Research, 45(3), 673-690.*
- Tu, Y. & Hsee, C. K. (2018). Hedonomics: On subtle yet significant determinants of happiness. In E. Diener, S. Oishi, & L. Tay (Eds.), e-Handbook of Well-Being. Noba Scholar encyclopedia series: Subjective well-being. Salt Lake City, UT: DEF publishers.*
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PAPERS UNDER REVIEW AND WORKING PAPERS

**This is only a partial list; titles are subject to change.*

"Good seems better than good, bad seems worse than bad: An absolute effect in relative judgment"

"Dominance-seeking and internecine behavior"

"More improvement, less persuasiveness: A paradox in before-and-after advertisement"

"Overpredicting the reputational impact of reactions to unfairness"

"A differential worsening effect between qualitative and quantitative improvements"

"Greater improvement., less persuasiveness: How the initial state in before-after advertisements influences consumer impressions"

"Contingent prediction can reduce selfish behavior"

"An overlooked advantaged of having a disadvantaged minority: Mispredicting the impact of skewness on happiness"

"The curse of payment: Paying more and enjoying less"

"Indulgence aversion: Why people prefer desire control over harm control"

"Under-appreciating the positive effect of emoji usage among professionals"

"Emotion neglect in consumer compensation awards"