

Mark Schneider – Curriculum Vitae

University of Alabama
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PROFESSIONAL EXPERIENCE

Assistant Professor, **University of Alabama, Culverhouse College of Business** (2018 – present)

Postdoctoral Fellow, **Economic Science Institute, Chapman University** (2015 – 2018)

EDUCATION

Ph.D., Operations & Information Management, **University of Connecticut, School of Business** (2015)

Dissertation Title: *Essays on Decision Making under Risk with applications to Auction Theory*

Dissertation Committee: *Robert Day, Mike Shor, Manuel Nunez*

B.A., Economics, **Yale University** (2008)

Senior Thesis: *The Credit Card Effect on Consumption and Saving* **Advisor:** *Robert Shiller*

PUBLICATIONS

1. Schneider, M., Leland, J., Wilcox, N. (2018). “**Ambiguity Framed.**” Forthcoming, *Journal of Risk and Uncertainty*.
2. Leland, J., Schneider, M., Wilcox, N. (2018). “**Minimal Frames and Transparent Frames for Risk, Time, and Uncertainty.**” Forthcoming, *Management Science*.
3. Schneider, M., Deck, C., Shor, M., Besedes, T., Sarangi, S. (2018). “**Optimizing Choice Architectures.**” Forthcoming, *Decision Analysis*.
4. Schneider, M., Day, R. (2018). “**Target Adjusted Utility Functions and Expected Utility Paradoxes.**” *Management Science*, 64, 271-287. [\[Link\]](#) (Best Paper Award, UConn School of Business, 2017).
5. Schneider, M., Shor, M. (2017). “**The Allais Common Ratio Effect in Choice, Pricing, and Happiness Tasks.**” *Journal of Behavioral Decision Making*.
6. Schneider, M., Nunez, M. (2015). “**A Simple Mean-Dispersion Model of Ambiguity Attitudes.**” *Journal of Mathematical Economics*, 58, 25-31. [\[Link\]](#)
7. Schneider, M., Coulter, R.A. (2015). “**A Dual Process Evaluability Framework for Decision Anomalies.**” *Journal of Economic Psychology*, 51, 183-198.
8. Schneider, M., Day, R., Garfinkel, R. (2015). “**Risk Aversion and Loss Aversion in Core Selecting Auctions.**” *Decision Support Systems*, 79, 161-170.
9. Leland, J., Schneider, M. (2015). “**Salience and Strategy Choice in 2x2 Games.**” *Games*, 6 521-559

WORK IN PROGRESS

1. Schneider, M. **“Frame Dependent Utility Theory”** (2014 INFORMS DAS Student Paper Award)
2. Schneider, M. **“A Dual System Model of Risk and Time Preferences.”**
3. Schneider, M. **“Economic Analysis with Security Biased Agents.”**
4. Schneider, M., Kim, B-C. **“Markets with Narrow Framing.”**
5. Schneider, M., Porter, D. **“The Effect of Experience, Choice Architecture, and Cognitive Reflection in Individual and Strategic Decisions.”**
6. Schneider, M., Deck, C., DeJarnette, P. **“Categorical Salience Theory: A Model of Decision Making Across Categories.”**
7. Gómez-Miñambres, J., Schneider, M. **“Carrots and Sticks: Optimal Contracting with Skewness Preference and Security Bias.”**
8. Leland, J., Schneider, M. **“Salience and Social Choice.”**
9. Rochanahastin, N., Schneider, M., Hey, J., Leland, J. **“Salience Perception and Skewness Preference: A Test of Salience Theory for Choice under Risk.”**

RESEARCH INTERESTS

Topics: Behavioral Economics; Behavioral Finance; Decision Theory; Information Economics, Game Theory

Methods: Experimental Design, Analytical Modeling, Probability Theory. Computer Simulations, Meta-Analysis, Data Analysis.

TEACHING INTERESTS

Behavioral Economics, Behavioral Finance, Experimental Economics, Intermediate Microeconomics

HONORS AND AWARDS

1. Best Paper Award, UConn School of Business (2017)
2. Student Paper Competition of the INFORMS Decision Analysis Society, First place winner (2014)
3. OPIM Departmental Outstanding Student Scholar Award, UConn School of Business (2013).
4. Yale College David Everett Chantler Award for graduating student exhibiting strength of character and high moral purpose (2008).
5. Department of Homeland Security Scholar in Science and Technology (2006).
6. Y50K Yale Entrepreneurial Society Business Plan Competition, Finalist (2005)
7. USA Today’s High School Academic First Team (2004)
8. Siemens-Westinghouse Math, Science, Technology Competition, National Winner (2003)

INVITED PRESENTATIONS

1. “Dual Process Utility Theory,” University of Chicago, Booth School of Business (2016)
2. “Dual Process Utility Theory,” University of Pennsylvania, Wharton School (2016)
3. “Ambiguity Framed,” Brown Bag Seminar, Economic Science Institute, Chapman University (2016)
4. “Frame-Dependent Utility Theory,” *INFORMS Annual Meeting*, San Francisco (2014)
5. “Frame-Dependent Risk and Time Preferences”, Consumer Financial Protection Bureau (2014)
6. “Leveraging rationality: Losses Loom Larger than Gains,” Yale School of Management (2012)

PRESENTATIONS

1. *Bay Area Behavioral and Experimental Economics Workshop* (2016): “Ambiguity Framed.”
2. *Edwards Bayesian Research Conference* (2016): “Ambiguity Framed”
3. *International Game Theory Festival*, Stony Brook (2015): “Frame Dependent Utility Theory.”
4. *INFORMS Annual Meeting*, San Francisco (2014): “Resolving Expected Utility Paradoxes with a Moving Target Partial Moments Model,” with B. Day & R. Garfinkel.
5. *INFORMS Annual Meeting*, Minneapolis (2013): “Skewness Preference and Behavior towards Risk,” with B. Day & R. Garfinkel.
6. *INFORMS Annual Meeting*, Phoenix (2012): “An Algorithm for Finding Bayes-Nash equilibrium in Core-Selecting Auctions,” with B. Day.
7. *INFORMS Marketing Science Conference*, Boston (2012): “Deciding by Feeling and Calculation,” with R. Coulter.
8. *Annual Conference of the Society for Judgment & Decision making*, Minneapolis (2012): “Predicting the Influence of Affect,” with R. Coulter.
9. *INFORMS Annual Meeting*, Charlotte (2011): “Efficiency in Core-selecting Auctions,” with B. Day & R. Garfinkel.
10. *Annual Conference of the Society for Judgment & Decision making*, St. Louis (2010): “Towards an Integrated View of Rationality.” (poster presentation)
11. *DHS scholars and fellows Orientation*, Washington DC (2007): “Using Network Analysis to Identify Centers of Knowledge.” (poster presentation)

SKILLS

Statistical packages: STATA, R.

Languages: C++, Visual Studio, HTML

Other: STELLA, ORA, Scientific Workplace, Mathematica, QUALTRICS survey software,

CITI Program Training in Human Subjects Research

REFEREE

National Science Foundation, Management Science, Games and Economic Behavior, Journal of Behavioral and Experimental Economics, Information Systems Frontiers

INTERVIEWS WITH GREAT MINDS IN ECONOMICS AND COGNITIVE SCIENCE

1. Schneider, M. (2012), "Sitting down with Noam Chomsky," *The Yale Scientific Magazine*. <http://www.yalescientific.org/2012/03/sitting-down-with-noam-chomsky/>
2. Schneider, M. (2008). "Great Minds in Economics: An interview with John Nash." *The Yale Economic Review*, Vol. IV, (2), 26-31. [\[Link\]](#)
3. Schneider, M. (2007). "Great Minds in Economics: An interview with Daniel Kahneman." *The Yale Economic Review*, Vol. IV, (1), 22-27. [\[Link\]](#)
4. Schneider, M. (2007). "Great Minds in Economics: An interview with Robert Solow." *The Yale Economic Review*, Vol. III, (2), 18-23. [\[Link\]](#)
5. Schneider, M. (2006). "Great Minds in Economics: An interview with Milton Friedman." *The Yale Economic Review*, Vol. III, (1), 39-43. [\[Link\]](#)
6. Schneider, M. (2006). "Great Minds in Economics: An interview with Paul Samuelson." *The Yale Economic Review*, Vol. II, (3), 39-42. [\[Link\]](#)

WORK / RESEARCH EXPERIENCE

Research Assistant

1. Robert Day, University of Connecticut (2010-2014) "Equilibria in Combinatorial Auctions"
2. Robert Shiller, Yale University (2006 - 2007), Acknowledged in book, *Animal Spirits: How Human Psychology Drives the Economy, and Why it Matters for Global Capitalism*.
3. Lauren Cohen, Yale University (2006), Behavioral Finance.

Research Intern

1. Lawrence Livermore National Laboratory (2007), *Using Network Analysis to Identify Centers of Knowledge*.
2. Connecticut Attorney General Office, Antitrust Department (2005), off-label marketing.

Yale Economic Review (September 2005 – August 2008)

1. Senior Editor (June 2006 – August 2008)
2. Academics Editor (September 2005 – May 2006)

TEACHING EXPERIENCE

1. EC 308 (Intermediate Microeconomics). Instructor, Fall, 2018.
2. ECON 421/521 (Behavioral Economics & Behavioral Finance). Instructor, Spring, 2018.
3. MGSC 207 (Business Analytics; 3 credits). Instructor, Spring 2017. Teaching Evaluation: 4.15/5.
4. OPIM 3104 (Operations Management; 3 credits with a focus on operations and analytics). Instructor, Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014 (Two sections).
Teaching Evaluations¹: 8.7/10, 4.4/5, 4.3/5, 3.9/5, 4.1/5, 4.4/5

¹ Evaluation system changed from 10-pt to 5-pt scale in 2013.