

ASHLEY N. ANGULO

Curriculum Vitae

University of Oregon
Lundquist College of Business
Eugene, OR, 97403

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CURRENT POSITION

University of Oregon
Lundquist College of Business
Assistant Professor of Marketing, Fall 2019-present

EDUCATION

University of California, Los Angeles-Anderson School of Management
Ph.D. in Management specializing in Behavioral Decision Making, Spring 2017
Dissertation: “Feelings of endowment in charitable giving decision-making”

University of Chicago
B.A. in the College with General Honors, Psychology with Honors, Spring 2010
Honors Thesis: “Identifying one of the hurdles to accurate mind reading”

PAST POSITIONS

Carnegie Mellon University
Social and Decision Sciences
Postdoctoral Research Fellow, Fall 2018-Spring 2019

Disney Research
Behavioral Economics Group
Postdoctoral Research Fellow and Consultant, Summer 2017-Fall 2017

RESEARCH INTERESTS

Judgment and Decision Making, Ownership, Charitable Giving, Persuasion

PEER REVIEWED PUBLICATIONS

Jerez-Fernandez, A., Angulo, A. N., & Oppenheimer, D. M. (2014). Show Me the Numbers: Precision as a Cue to Others' Confidence. *Psychological Science*, 25(2), 633-635.

- **Awards: Judgment and Decision-Making Pre-Conference and Society of Personality and Social Psychology Graduate travel awards**
- **67 citations**
- **5 media mentions**

Angulo, A. N., Goldstein, N. J., Norton, M. I. Friendship Fallout and Bailout Backlash: The Psychology of Borrowing and Lending. *Journal of Consumer Psychology*, April 2025.

- **Awards: Society for Personality and Social Psychology Diversity Fund Travel Award**
- **Competitive conference presentations: 5**

INVITED PUBLICATIONS

Goldstein, N. J., Angulo, A. N. (2018). Field Experimentation: Promoting Environmentally Friendly Consumer Behavior. In N. Mizik and D. M. Hanssens, Eds., *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy and Litigation Support* (502-511). Edward Elgar.

PAPERS UNDER REVIEW

Jahn, S., Angulo, A.N., Dannewald, T., Boztug, Y. Market Reference Points and Food Preference. Reject and resubmit at *Journal of the Academy of Marketing Science*.

Angulo, A. N., Colby, H.A., Goldstein, N. J. Consequences of Perceived Ownership in Charitable Giving Decisions. Fourth- round reject and resubmit at *Journal of Consumer Research*.

- **Awards: Dissertation Year Fellowship, Dare to Care Award, Center for Global Management**
- **Competitive conference presentations:2**

Colby, H.A., Popovich, D., Angulo, A.N., Frias, K.M. Health Care Decision Making. (Rejection at *Journal of Consumer Psychology*).

Goldstein, N. J., Clark, P., Evans, S., Angulo, A.N. Self-generated Social Norms. Revise and resubmit at *Social Influence*.

WORKING PAPERS

Angulo, A.N., Li, J., Oppenheimer, D., Park, S. Precise Values and Statistical Victims. (Target: *Journal of Consumer Psychology*).

- **Awards: consumer protection grant, The John and Emiko Kageyama Endowment Fund**
- **Competitive conference presentation: Association of Consumer Research**

Angulo, A.N., Downs, J.S. Communicating Air Quality Data to Consumers. (Target: *Journal of Marketing and Public Policy*).

Award: EPA grant

Invited presentations: 3

Angulo, A.N., Converse, Benjamin, Goldstein, N.J. The Effect of Group and Individual Gifts on Willingness to Comply with Favors: A Study of Reciprocal Altruism. (Target: *Journal of Consumer Research*).

Angulo, A.N., Colby, H.A. Perceived Ownership and Online Shopping Repositories. (Target: *Journal of Consumer Psychology*).

- **Competitive conference presentation: Society of Consumer Psychology**

WORKS IN PROGRESS

Park, S., Angulo, A.N., Rituals and Perceived Ownership. (Four studies conducted. Target: *Journal of Consumer Psychology*).

Frank, A., Angulo, A.N., Giving and FinTech. (Ten studies conducted. Target: *Journal of Marketing Research*).

Angulo, A.N., Gamlin, J. (equal authorship). Disposal Considerations in Consumer Behavior. (Four studies collected. Target: *Journal of the Academy of Marketing Science*.)

Angulo, A. N., Goldstein, N. J. Descriptive Norms and Time Frames. (Five studies conducted).

Angulo, A. N., Goldstein, N. J., Gallagher, H., Ziv-Crispel, N. The Allure of Alliteration. (Three studies collected).

COMPETITIVE PRESENTATIONS

(*Indicates presenter)

Angulo, A.N., Li, J., Park, S., Oppenheimer, D. (October 2023). Precision in Financial Donation Requests. *Association of Consumer Research*. Seattle, WA.

Park, S., Angulo, A.N., (October 2022). The Elevation Effect: Rituals Perceptually Transform Products into Experiences. *Association of Consumer Research*. Denver, CO.

* Angulo, A.N., Goldstein, N.J., Norton, M.I. (May 2022). Psychology of borrowing and lending. *Boulder Summer Conference on Consumer Financial Decision Making*.

* Angulo, A.N., Goldstein, N.J., Norton, M.I. (May 2020, cancelled due to Covid-19 concerns). Psychology of borrowing and lending. *Boulder Summer Conference on Consumer Financial Decision Making*.

*Angulo, A.N., Li, J., Oppenheimer, D. (November 2019). Numeric Precision in Donation Requests. *Society of Judgement and Decision Making*, Montreal.

- Angulo, A.N., *Colby, H.A. (February 2019). Perceived Ownership and Online Shopping Repositories. *Society for Consumer Psychology*. Savannah, GA.
- *Angulo, A.N., Oppenheimer, D. (March 2018). Goldilocks numbers. Judgment and Decision Making Pre-Conference, *Society of Personality and Social Psychology*, Atlanta, GA.
- *Angulo, A.N., Colby, H., Goldstein, N.J. (November 2015). Strength of ownership counterintuitively increases charitable donations, *Society of Judgment and Decision Making*, Chicago.
- *Angulo, A.N., Colby, H., Goldstein, N.J. (August 2015). Strength of ownership counterintuitively increases charitable donations, *Academy of Management*, Vancouver.
- *Goldstein, N.J., Angulo, A.N., Norton, M.I. (March 2015). Psychology of borrowing and lending. *Society for Personality and Social Psychology*, Long Beach, CA.
- *Angulo, A.N., Goldstein, N.J., Norton, M. (February 2014). Asymmetries in borrowing and lending. *Society for Personality and Social Psychology*, Austin, TX.
- **Received Society for Personality and Social Psychology Diversity Fund Travel Award**
- *Goldstein, N.J, Angulo, A.N., Norton, M. (October 2013). The psychology of borrowing and lending. *Association for Consumer Research*, Chicago, IL.
- *Angulo, A.N & Oppenheimer, D. (January 2013). A vicarious confidence and accuracy measure when precision is salient. Judgment and Decision-Making Pre-Conference, *Society of Personality and Social Psychology*, New Orleans, LA.
- **Received Judgment and Decision-Making Preconference (SPSP) Travel Award**
- *Angulo, A., & Epley, N. (April 2010). Disambiguating impressions. Poster presented at *Midwestern Psychological Association Conference*, Chicago, IL.
- *Angulo, A., & Epley, N. (October 2009) What do you think of me and how can I tell? Presented at University of Chicago [PRISM](#) Undergraduate Research Symposium, Chicago, IL.

INVITED PRESENTATIONS

- Angulo, A.N., Li, J., Park, S., Oppenheimer, D. (May 2023). Numeric Precision in Donation Requests. *The Josh Beck Northwest Symposium*. Vancouver, WA.
- Angulo, A.N. (November 2022). Numerical Precision in Donation Requests. Consumer Protection Symposium. University of Oregon, School of Law. Eugene, OR.
- Angulo, A.N. (June 25, 2021). SCP: Post-doctoral experience panel, *Society for Consumer Psychology*, 30participants

Angulo, A.N., Goldstein, N.J., Norton, M.I. (April 2021). Friendship Fallout and Bailout Backlash: The Psychology of Borrowing and Lending. *Lundquist college of business quarterly faculty meeting*.

Angulo, A.N. Goldstein, N.J., Norton, M.I (November 2019). Friendship Fallout: Borrowing and Lending. *University of Oregon Psychology Department Brownbag*.

Angulo, A.N. (February 2019). Communicating Pollution Risk. CMU behavioral lab. Pittsburgh, PA.

Angulo, A.N. (September 2018). Feelings of Ownership Counterintuitively Increase Charitable Contributions. Warwick Business School. Coventry, United Kingdom.

Angulo, A.N. (September 2018). Feelings of Ownership Counterintuitively Increase Charitable Contributions. Queen Mary University of London. London, United Kingdom.

Angulo, A.N. (March 2017) Consequences of Psychological Ownership. Disney Research. Pittsburgh, PA.

*Angulo, A.N. (March 2015). The Endowment effect and charitable giving. UCLA & Meiji University doctoral conference. Los Angeles, CA.

HONORS & AWARDS

University of Oregon

Consumer Protection Grant, \$2,400 (2021)
Smith Fund, \$500 (2021)
New Junior Faculty Research Award, \$3,000 (2019)
The John and Emiko Kageyama Endowment Fund
\$1,000 (2020)
\$1,000 (2022)

Carnegie Mellon University

Dietrich College Sophomore celebration student voted invitee

United States Environmental Protection Agency

“Democratization of Measurement and Modeling Tools for Community Action on Air Quality, and Improved Spatial Resolution of Air Pollutant Concentrations”
Postdoctoral researcher, Site Award: \$48,750 (2017-2019)

United States Department of Energy and Los Angeles Department of Water and Power

Grant: DE-EE0004019 and CB-USC-PS03
“Smart Grid Regional Demonstration Project- Customer Behavior Pilot Experiments”
Site Research Consultant, Site Award: \$350,000 (2011-2012)

University of California, Los Angeles

Dissertation Year Fellowship, \$20,000 (2016)

Dare to Care Award, \$3,000 (2015)

Center for Global Management, Research Assistant Award, \$6,500 (2014)

Eugene V. Cota-Robles Fellowship. \$21,000 (2011-2012)

Eugene V. Cota-Robles Fellowship. \$21,000 (2014-2015)

UCLA Anderson School Summer Fellowship, \$6,000 (2012,2013,2014, 2015)

Society for Personality and Social Psychology

Diversity Fund Travel Award, \$500 (2014)

Judgment and Decision-Making Preconference, Society for Personality and Social Psychology

Student Travel Award, \$200 (2013)

IDC Herzliya School of Business

PhD summer school fellowship. Advisors: E. Tory Higgins and Adam Galinsky

Room & Board provided in Tel Aviv, Israel (2013)

MEDIA MENTION

Banerjee, P. “The psychological price we pay when we loan money to friends, family and yes, companies.” *The Globe and Mail*.

<https://www.theglobeandmail.com/investing/personal-finance/household-finances/article-loaning-money-comes-with-psychological-strings-attached/>

“Friendship Fallout and Bailout Backlash: The Psychology of Borrowing and Lending”. *SPSP Character & Context Blog*.

<https://spsp.org/news/character-and-context-blog/angulo-goldstein-norton-friends-loaning-borrowing-money-problems>

Fried, C. “Oversight of Borrowed Money Creates Animosity.” *UCLA Anderson Review*.

<https://anderson-review.ucla.edu/oversight-of-borrowed-money-creates-animosity/>

Forbes, “When Negotiating A Price, Never Bid With A Round Number.”

<https://www.forbes.com/sites/hbsworkingknowledge/2016/01/25/when-negotiating-a-price-never-bid-with-a-round-number/#50b97ac51889>

Huffington Post, write up of “Show Me the Numbers” publication

http://www.huffingtonpost.com/wray-herbert/precisely-right-no-doubt_b_3781951.html

Association for Psychological Science, “We’re Only Human” Web Series

<http://www.psychologicalscience.org/index.php/news/were-only-human/precisely-right-no-doubt-trust-me.html>

Investment News, International interview on the role of confidence in investing

<http://www.investmentnews.com/article/20130909/FREE/130909922#>

Keen Trial Consulting, “Simple jury persuasion: the weaker the evidence, the more precise you become” <http://keenetrial.com/blog/2014/02/19/simple-jury-persuasion-the-weaker-the-evidence-the-more-precise-you-become/>

TEACHING EXPERIENCE

UNIVERSITY OF OREGON-Instructor

Marketing Research-undergraduate	W2020, S2020, W2021, F2022, W2023, S2023, W2024, S2024
Marketing Research- MBA	W2023
Consumer Behavior-undergraduate	S2021, W2022, S2022
PhD Independent Study	F2020, W2021, F2021, S2022

UCLA-Teaching assistant and guest lecturer

Negotiations- MBA, Global Executive MBA	W2013, W2014, W2015
Persuasion and Social Influence-MBA	S2013, S2014, S2015, S2016

Carnegie Mellon University-Instructor

Domestic Negotiations-undergraduate	F2018 (Overall: 4.15)
International Negotiations-undergraduate	S2019 (Overall: 4.29)

MENTORING EXPERIENCE

Graduate student advisor, 2019-present

Students: Kivalina Grove, Woocheol Kim, Samuel Park, Abby Frank

Undergraduate honors thesis mentor

Emily Rowe, 2022

Dissertation Committee member

Katherine Denning, 2021

Sarah R Lieber, 2022

DEPARTMENT SERVICE

Hiring committee, sports business instructor, Fall 2022

Social activity chair, Fall 2019

COLLEGE SERVICE

Behavioral Research Institute, Co-director, 2022-Present

Commencement name reader, Spring 2022

UNIVERSITY SERVICE

University of Oregon

School of Journalism, Science Communication Research, Faculty Associate, 2022

Project Champion, Research Compliance Services, 2020

Cascadia Wildfire Group, 2019

Carnegie Mellon University
Summer Undergraduate Research Apprenticeship Mentor, 2018

UCLA
President, PhD Advisory Council, Anderson School of Management (2014-2017)
Scientific Advisor, UCLA Grand Challenges Research Program (2016-2017)
Member, Leaders in Sustainability Program, (2011-2017)
Mentor, Grand Challenges Undergraduate Research Scholars Program, (2015-2016)

PROFESSIONAL SERVICE

Reviewer, *Journal of Marketing*
Reviewer, *Organizational Behavior and Human Decision Processes*
Reviewer, *Journal of Experimental Psychology-Applied*
Reviewer, *Journal of Experimental Social Psychology*
Reviewer, *Academy of Management Conference*
Reviewer, *Society for Personality and Social Psychology*
Co-reviewer, *Journal of Personality and Social Psychology*
Co-reviewer, *European Journal of Social Psychology*
McNair Mentor, 2020-present

PROFESSIONAL AFFILIATIONS

American Marketing Association (2016-Present)
Association for Consumer Research (2013-Present)
Academy of Management (2011- Present)
Society for Judgment and Decision Making (2013-Present)
Diversity, Equity, and Inclusion committee (2023-Present)
Poster Reviewer (2020)
Society for Personality and Social Psychology (2010-Present)
PSI CHI: International Psychology Honors Society
Local Chapter Recruitment Officer (2009-2010)
Member (2008-Present)