

Justin Sydnor
Curriculum Vitae
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CONTACT INFORMATION

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University of Wisconsin-Madison
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APPOINTMENTS AND POSITIONS

2020 – present Professor, Risk and Insurance, Wisconsin School of Business, Univ. of Wisconsin - Madison
2015– 2020 Associate Professor (with tenure), Wisconsin School of Business, Univ. of Wisconsin-Madison
Fall 2014 Visiting Assistant Professor, Department of Economics, Univ. of California, Berkeley
2010–2015 Assistant Professor, Wisconsin School of Business, Univ. of Wisconsin-Madison
2006–2010 Assistant Professor, Weatherhead School of Management, Case Western Reserve University

2015– present Research Associate of the National Bureau of Economic Research (Health Care)
2017– 2021 Director, Behavioral Insights Through Experiments (BRITE) Lab, Univ. of Wisconsin-Madison
2013-2015; 2016–present Associate Director, Center for Financial Security, Univ. of Wisconsin-Madison
2015–2016 Director of the Center for Financial Security, Univ. of Wisconsin-Madison

EDUCATION

Ph.D. Economics: University of California, Berkeley, 2006
B.A. Economics: German: University of Wisconsin-Madison, 2001

RESEARCH INTERESTS

Psychology and economics, applied microeconomics, health insurance and insurance markets broadly, decision-making under risk and uncertainty, information-processing biases, time inconsistency and commitment.

EDITORIAL ACTIVITIES

Senior editor, *Journal of Risk and Insurance*, 2019–present
Editorial board member, *American Economic Review*, 2018–present
Associate editor, *Geneva Risk and Insurance Review*, 2017–present

PUBLISHED AND FORTHCOMING PAPERS

Carrera, Mariana, Heather Royer, Mark Stehr, Justin Sydnor and Dmitry Taubinsky. Forthcoming. “Who Chooses Commitment? Evidence and Welfare Implications.” *Review of Economic Studies*.

Jaspersen, Johannes, Marc Ragin and Justin Sydnor. Forthcoming. “Insurance Demand Experiments: comparing Crowdfunding to the Lab.” *Journal of Risk and Insurance*.

- Carter, Susan, Kuan Liu, Paige Skiba, and Justin Sydnor. Forthcoming. "Time to Repay or Time to Delay? The Effect of Having More Time Before a Payday Loan is Due" *American Economic Journal: Applied Economics*.
- Liu, Chenyuan and Justin Sydnor. 2022. "Dominated Options in Health-Insurance Plans." *American Economic Journal: Economic Policy*, Vol 14:1, 277-300.
- Dague, Laura, Nicolas Badaracco, Thomas DeLeire, Justin Sydnor, Alyssa Shell Tilhou, and Donna Friedsam. 2022. "Trends in Medicaid Enrollment and Disenrollment During the Early Phase of the COVID-19 Pandemic in Wisconsin." *JAMA Health Forum*.
- Jaspersen, Johannes G., Marc Ragin, and Justin Sydnor. 2022. "Predicting Insurance Demand from Risk Attitudes." *Journal of Risk and Insurance*, Vol 89:1, 63-96.
- Carrera, Mariana, Heather Royer, Mark Stehr, and Justin Sydnor. 2020. "The Structure of Health Incentives: Evidence from a Field Experiment." *Management Science*, Vol 66:5, 1783-2290.
- Jaspersen, Johannes G., Marc Ragin, and Justin Sydnor. 2020. "Linking Subjective and Incentivized Risk Attitudes: The Importance of Losses." *Journal of Risk and Uncertainty*, Vol 60, 187-206.
- Damgaard, Mette T. and Justin Sydnor. 2019. "Applying for Jobs in the Lab: The Effect of Risk Attitudes and Reference Points," *Journal of Behavioral and Experimental Economics*, Vol 79: 165-179.
- Carrera, Mariana, Heather Royer, Mark Stehr, Justin Sydnor, and Dmitry Taubinsky. 2018. "The Limits of Simple Implementation Incentives: Evidence from a Field Experiment on Making Plans to Exercise," *Journal of Health Economics*, Vol 62, 95-104.
- Carrera, Mariana, Heather Royer, Mark Stehr, and Justin Sydnor. 2018. "Can Financial Incentives Help People Trying to Establish New Habits? Experimental Evidence with New Gym Members," *Journal of Health Economics*, Vol 58, 202-214.
- Ericson, Keith M. and Justin Sydnor. 2017. "The Questionable Value of Having a Choice of Levels of Health Insurance Coverage." *Journal of Economic Perspectives*, Vol 31:4, 51-72.
- Bhargava, Saurabh, George Loewenstein, and Justin Sydnor. 2017. "Choose to Lose: Health Plan Choices From a Menu with Dominated Options." *Quarterly Journal of Economics*, Vol 132:3, 1319-1372.
- Collins, J. Michael, Leah Gjertson, and Justin Sydnor. 2017. "Incentives for Loan Repayments: Evidence From a Randomized Field Study." *Journal of Consumer Affairs*, dx.doi.org/10.1111/joca.12142.
- Yao, Yi, Joan T. Schmit, and Justin Sydnor. 2017. "The Role of Pregnancy in Micro Health Insurance: Evidence of Adverse Selection from Pakistan." *Journal of Risk and Insurance*, Vol 84:4, 1073-1102.
- Carvalho, Leandro, Silvia Prina, and Justin Sydnor. 2016. "The Effects of Savings on Risk Attitudes and Intertemporal Choices." *Journal of Development Economics*, Vol 120, 41-52.
- Lacetera, Nicola, Brad Larsen, Devin Pope, and Justin Sydnor. 2016. "Bid Takers or Market Makers? The Effect of Auctioneers on Auction Outcomes." *American Economic Journal: Microeconomics*, Vol 8:4, 195-229.
- Pope, Devin, Jaren Pope, and Justin Sydnor. 2015. "Focal Points and Bargaining in Housing Markets." *Games and Economic Behavior*, Vol 93, 89-107.

- Pope, Devin and Justin Sydnor. 2015. "Behavioral Economics: Economics as a Psychological Discipline." In *The Wiley Blackwell Handbook of Judgment and Decision Making* (eds G. Keren and G. Wu), John Wiley & Sons, Ltd, Chichester, UK, doi: 10.1002/9781118468333.ch28.
- Royer, Heather, Mark Stehr, and Justin Sydnor. 2015. "Incentives, Commitments and Habit Formation in Exercise." *American Economic Journal: Applied Economics*, Vol 7:3, 51-84.
- Lacetera, Nicola and Justin Sydnor. 2015. "Would You Buy a Honda Made in the U.S.? The Effect of Production Location on Manufacturing Quality." *Review of Economics and Statistics*, Vol 97:4, 855-876.
- Busse, Meghan, Nicola Lacetera, Jorge Silva-Risso, and Justin Sydnor. 2013. "Estimating the Effect of Saliency in Wholesale and Retail Car Markets." *American Economic Review Papers and Proceedings*, Vol 103:3, 575-579.
- Lacetera, Nicola, Devin Pope, and Justin Sydnor. 2012. "Heuristic Thinking and Limited Attention in the Car Market." *American Economic Review*, Vol 102:5, 2206-36.
- Pope, Devin and Justin Sydnor. 2011. "Implementing Anti-Discrimination Policies in Statistical Profiling Models." *American Economic Journal: Economic Policy*, Vol 3:3, 206-31.
- Pope, Devin and Justin Sydnor. 2011. "What's in a Picture? Evidence of Discrimination from Prosper.com." *Journal of Human Resources*, Vol 46:1, 53-92.
- Garbarino, Ellen, Robert Slonim, and Justin Sydnor. 2011. "Digit Ratios (2D:4D) as Predictors of Risky Decision Making." *Journal of Risk and Uncertainty*, Vol 42:1, 1-26.
- Pope, Devin and Justin Sydnor. 2010. "Geographic Variation in the Gender Differences in Test Scores." *Journal of Economic Perspectives*, Vol 24:2, 95- 108.
- Sydnor, Justin. 2010. "(Over)Insuring Modest Risks." *American Economic Journal: Applied Economics*, Vol 2:4, 177-199.

SUBMITTED AND WORKING PAPERS

- Sial, Afras, Justin Sydnor and Dmitry Taubinsky. "Biased Memory and Perceptions of Self Control". Working paper, 2022.
- Ulm, Eric R., Daniel Bauer, and Justin Sydnor. "Risk and Time Preferences: Implications from Consumption Optimization." Working paper, 2022.
- Samek, Anya and Justin Sydnor. "Impact of Consequence Information on Insurance Choice." National Bureau of Economic Research Working Paper 28003, 2020.
- Ericson, Keith M. and Justin Sydnor. "Liquidity Constraints and the Value of Insurance." National Bureau of Economic Research Working Paper 24993, 2018.

GRANTS AND RESEARCH SUPPORT

Medicaid Evaluation, Research, and Technical Assistance – WI Medicaid Program Eval, 2020- University of Wisconsin Institute for Clinical and Translational Research, 2018	\$74,924
University of Wisconsin Graduate School Research Award for HDHP study, 2016	\$27,156
Sloan Foundation Grant for experimental study of behavioral insurance demand, 2016	\$19,754
University of Wisconsin BRITE Lab Small Grant for insurance display study, 2016	\$5,000
University of Wisconsin Graduate School Research Award for insurance display study, 2015	\$25,000
Penn Roybal Center NIH Pilot Sub-award for study of endowment-effect incentives, 2015	\$39,000
University of Wisconsin Graduate School Research Award for risk preference study, 2014	\$25,000
National Institute of Health for study of commitment contracts for exercise, 2012	\$446,600
Robert Wood Johnson Foundation for applying behavioral economics to health care, 2012	\$100,000
University of Wisconsin Graduate School Research Award for commitment contract study, 2012	\$36,000
Russell Sage/Sloan Foundations, Behavioral Economics and Consumer Finance Grant, 2010	\$35,000
National Science Foundation Research Grant for commitments and incentives for exercise, 2008	\$260,000
Russell Sage Foundation Behavioral Economics Small Grant, 2008	\$5,000
International Motor Vehicle Program, 2008	\$35,000
Upjohn Institute Mini-Grant for incentives to exercise project, 2007	\$5,000
Graduate Division Summer Research Grant, UC Berkeley, 2004	
Program in Psychology and Economics Fellowship, UC Berkeley, 2003	

RESEARCH PRESENTATIONS

- 2022: Florida State Department of Risk Management and Insurance Workshop, Wisconsin Health Literacy Conference, Wisconsin School of Business Risk and Insurance Workshop, American Risk and Insurance Association, Montana State Economics Department, St Johns University School of Risk Management, Insurance and Actuarial Science, Munich Risk and Insurance Center Behavioral Insurance Workshop (Joint Keynote Address)
- 2021: American Economic Association Annual Meeting; ASHEcon Session on Behavioral Frictions in Insurance Choices; University of Connecticut Applied Microeconomics, UPenn Behavioral Science and Health Symposium.
- 2020: University of Alabama Economics, Temple University Risk and Insurance Department, Southern Methodist University Economics Department, West Virginia University Business & Economics, Wisconsin School of Business.
- 2019: UC Berkeley Psychology and Economics Seminar; UC San Diego Behavioral Economics Workshop; Stanford Institute for Theoretical Economics Psychology and Economics Workshop.
- 2018: Harvard Psychology and Economics Seminar; Wharton Decision Processes Colloquia; Munich Risk and Insurance Center Behavioral Insurance Workshop; NYU Wagner Seminar; University of Illinois Finance Workshop; University of St. Gallen School of Finance Seminar; Vienna Workshop on Behavioral Public Economics; NBER Summer Institute Health Care Workshop.
- 2017: University of Texas, Dallas Behavioral Operations and Economics Workshop; Risk Theory Society; Society of Actuaries Health Care Session; American Risk and Insurance Association Annual Meeting; Carnegie Mellon University Social and Decision Sciences; Cornell University Behavioral Economics Workshop; University of Virginia Batten School.
- 2016: American Economic Association Annual Meeting; Workshop on Natural Experiments and Controlled Field Studies, Ohlstadt Germany; Harvard Behavioral Exchange Conference;

Household Finance Research Seminar, University of Wisconsin-Madison; Nudgepalooza Conference
Deloitte Consulting; Munich Risk and Insurance Center Behavioral Insurance Workshop.

- 2015: Ohio State University Economics; Marquette University Economics; Behavioral Economics Annual Meeting; Cornell Policy Analysis and Management; NBER Working Group on Insurance.
- 2014: Harvard Psychology and Economics Seminar; Southern Economic Association Meeting Session on Behavioral Economics; UC Berkeley Psychology & Economics/Industrial Organization Joint Seminar; UC Berkeley Conference on Behavioral Health Economics; CEAR Workshop, Georgia State Univ.; Workshop on Natural Experiments and Controlled Field Studies, Ohlstadt Germany; BYU Economics Department Seminar; AEA Session on Understanding Auction Process.
- 2013: Russell Sage and Sloan Foundations Working Group on Consumer Financial Protection and Behavioral Economics; Robert Wood Johnson Foundation Behavioral Economics Conference; American Risk and Insurance Association Annual Meeting Invited Plenary Talk; European Behavioral Economics Meeting; Wharton OPIM Seminar; AEA Session on Structural Behavioral Economics.
- 2012: Russell Sage and Sloan Foundations Working Group on Behavioral Economics and Consumer Finance; Carnegie Mellon Univ. Dept. of Social and Decision Sciences Seminar; APPAM Conference; Institute for Research on Poverty, University of Wisconsin-Madison; Boulder Summer Conference on Consumer Financial Decision Making; Workshop on Natural Experiments and Controlled Field Studies, Ammersee Germany; Center for Financial Security Workshop; Center for Financial Security Webinar; Federal Trade Commission; Consumer Financial Protection Bureau; University of Arkansas Economics.
- 2011: Cornell Behavioral Economics Seminar; NBER Summer Institute Health Economics; Workshop on Natural Experiments and Controlled Field Studies, Ammersee Germany; LMU Management & Microeconomics Seminar; Behavioral Economics Annual Meeting, UC Berkeley; ASSA Annual Meeting.
- 2010: Carnegie Mellon Univ. Dept. of Social and Decision Sciences Seminar; NBER Summer Institute, Labor Studies; WZB Conference on Biases in Markets, Berlin; Behavioral Economics Annual Meeting, Cornell; University of Wisconsin-Madison, ASRMI Dept. Seminar.
- 2009: University of Sydney, Economics Faculty; University of Melbourne, Economics Faculty; FTC and Northwestern University Microeconomics Conference; APPAM Conference; UC Berkeley, Behavioral Economics Seminar; UT Dallas, Behavioral Research Seminar; University of Chicago, Booth School, Applied Economics Seminar; Drexel University, Economics Department.
- 2008: NBER Summer Institute, Labor Studies; UCSD Rady School of Management; Univ. of Penn, Wharton School, Risk and Insurance Seminar.
- 2007: FTC Behavioral Economics Conference, Washington D.C; Northeast Ohio Economics Conference.
- 2006: Univ. of Penn, Wharton School, Risk and Insurance Seminar; SITE Conference on Psychology and Economics, Stanford University.

COURSES TAUGHT

Experimental and Causal Methods for Business Insights (MSBA, MBA, PMBA), University of Wisconsin-Madison, 2019-2022

Risk Analytics and Behavioral Science (BBA, MBA), University of Wisconsin-Madison, 2016–2021

Behavioral Economics Seminar (PhD), University of Wisconsin-Madison, 2015, 2018
Foundations of Psychology and Economics (PhD), University of California, Berkeley, 2014
Behavioral Econ and Decision Making Under Risk (BBA), University of Wisconsin-Madison, 2014
Risk and Insurance Seminar (PhD), University of Wisconsin-Madison, 2011, 2013
Risk, Perceptions and Decisions (EMBA), University of Wisconsin-Madison, 2013, 2014
Property Risk Management (BBA), University of Wisconsin-Madison, 2010–2014
Introduction to Risk Management (MBA), University of Wisconsin-Madison, 2011–2012
Economic Behavior and Psychology (BA), Case Western Reserve University, 2009–2010
Introduction to Game Theory (BA), Case Western Reserve University, 2008–2010
Introduction to Microeconomics (BA), Case Western Reserve University, 2006–2010
Industrial Organization (BA), Case Western Reserve University, 2006–2007

HONORS AND AWARDS

Wisconsin School of Business Award for Excellence in Executive Education Teaching, 2022
Wisconsin School of Business Distinguished Faculty Research Award, 2020
Behavioral Science and Policy Association Best Publication Award, 2018
Finalist for National Institute for Health Care Management Foundation Research Award, 2018
Wisconsin School of Business Distinguished Faculty Teaching Award, 2017
American Economic Review Excellence in Refereeing Award, 2016
Wisconsin School of Business Junior Faculty Research Award, 2012
Weatherhead Undergraduate Teaching Award, Case Western Reserve University, 2009
Lewis-Progressive Junior Faculty Fellowship, Case Western Reserve University, 2009

MEMBERSHIPS AND AFFILIATIONS

Creative Destruction Lab, Health Stream, UW-Madison, Moderator, 2021-2022
Creative Destruction Lab, Health Stream, UW-Madison, Moderator, 2021-2022
Creative Destruction Lab, Risk Stream, UW-Madison, Scientist, 2020-2021
Member Risk Theory Society, 2017–present
Affiliate of Penn/CMU Roybal Center for Behavioral Economics and Health, 2014–present
Affiliate of Institute for Research on Poverty, University of Wisconsin-Madison, 2011–present
Affiliate of Center for Financial Security, University of Wisconsin-Madison, 2011–present
Affiliate of Ideas42 (<http://ideas42.iq.harvard.edu/>), 2011–present
Member American Risk and Insurance Association, 2010–present
Member Russell Sage and Sloan Foundation Working Group: Behavioral Econ & Consumer Finance, 2009–2011
Member American Economic Association, 2006–present

PHD DISSERTATION ADVISING

Chaired Dissertations:

Vaibhav Anand, Committee Chair, PhD University of Wisconsin-Madison (ASRMI) 2022
Chenyuan Liu, Committee Chair, PhD University of Wisconsin-Madison (ASRMI) 2020
Xiao (Joyce) Lin, Committee Chair, PhD University of Wisconsin-Madison (ASRMI) 2014
Currently Assistant Professor of Risk Management & Insurance, St. John's University
Yi (Kitty) Yao, Committee Co-Chair, PhD University of Wisconsin-Madison (ASRMI) 2012
Currently (Tenured) Associate Professor of Risk Management & Insurance, Peking University

Dissertation Committees:

Jonathan Lala, Committee Member, PhD University of Wisconsin-Madison (Civil & Env. Engineering) 2022
Yu Ding, Committee Member, PhD University of Wisconsin-Madison (Economics) 2020

Kuan Liu, Committee Member, PhD University of Wisconsin-Madison (Finance) 2020
Jordan Van Rijn, Committee Member, PhD University of Wisconsin-Madison (AAE) 2019
Junhao Liu, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2019
Madelaine L'Esperance, Committee Member, PhD University of Wisconsin-Madison (Consumer Science) 2019
Kenny Wunder, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2019
Anastasia Ivantsova, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2018
Kyeonghee Kim, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2018
Shane Auerbach, Committee Member, PhD University of Wisconsin-Madison (Econ) 2018
Emilio Caulty, Committee Member, PhD University of Wisconsin-Madison (Econ) 2018
Carlos Yevenes, Committee Member, PhD University of Wisconsin-Madison (Econ) 2018
Gee Lee, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2017
Doug Bujakowski, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2017
Patrick Hurley, Committee Member, PhD University of Wisconsin-Madison (Accounting) 2015
Marc Ragin, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2014
Xiaoli Jin, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2014
Chunyan Zhang, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2014
Nilton Porto, Committee Member, PhD University of Wisconsin-Madison (Consumer Science) 2014
Yunjie (Winnie) Sun, Committee Member, PhD University of Wisconsin-Madison (ASRMI) 2011

REFEREEING ACTIVITY

American Economic Review; Quarterly Journal of Economics; Journal of Political Economy; Review of Economic Studies; American Economic Journal: Applied; American Economic Journal: Economic Policy; Review of Economics and Statistics; Management Science; Econometrica; Journal of Finance; Journal of the European Economic Association; Economic Journal; Journal of Risk and Uncertainty; Journal of Risk and Insurance; Geneva Risk and Insurance Review; Journal of Public Economics; Journal of Marketing Research; Journal of Health Economics; Journal of Human Resources; Labour Economics; Journal of Public Policy and Marketing; Journal of Applied Econometrics; B.E. Journal of Economic Policy and Analysis; Experimental Economics; Economic Inquiry, Journal of Consumer Affairs; Organizational Behavior and Human Decision Processes, Journal of Legal Studies; National Science Foundation; Robert Wood Johnson Foundation; Health Services Research.

PROGRAM COMMITTEES

Center for Health Incentives & Behavioral Economics Annual Symposium Steering Committee, 2020-2022
European Group of Risk and Insurance Economists Seminar Scientific Committee, 2019
American Risk and Insurance Association Annual Meeting Program Committee, 2014, 2015, 2018
MRIC Behavioral Insurance Workshop Program Committee, 2018
ARIA Kulp-Wright Book Award Committee, 2012, 2018
Risk Management and Insurance Review Award for Best Feature Article Committee, 2013, 2014

INTERNAL SERVICE ACTIVITIES

School of Business Subcommittee and Academic Planning Council, Univ. of Wisconsin – Madison, 2020-2022
School of Business Badge Task Force (Chair), University of Wisconsin- Madison, Fall 2020
School of Business Strategic Planning Committee, University of Wisconsin-Madison, 2019
Collaborative Health Sciences Program Grant Review Committee, University of Wisconsin-Madison, 2019
Contemporary Social Problems Review Committee, University of Wisconsin-Madison, 2019
School of Business Dean's Search Committee, University of Wisconsin-Madison, 2018
BRITE Lab Director, University of Wisconsin-Madison, 2017–present

School of Business Academic Planning Council, University of Wisconsin-Madison, 2015–2016, 2018–present
School of Business Space Committee Chair, University of Wisconsin-Madison, 2016
School of Business Learning Commons Steering Committee, University of Wisconsin-Madison, 2016
BRITE Lab Advisory Board, University of Wisconsin-Madison, 2012–2017
Risk and Insurance Department PhD Coordinator, University of Wisconsin-Madison, 2011–2017
School of Business PhD & Research Committee, University of Wisconsin-Madison, 2011–2017