
JEEVA SOMASUNDARAM

Maria de Molina 12, 5th Floor, IE Business School, Madrid 28006

jeeva.somasundaram@ie.edu

www.jeevasomasundaram.com.

Academic positions

- 2018 – IE BUSINESS SCHOOL, Madrid, Spain
Assistant Professor of Decision Sciences, Operations and Technology Area.
- 2016-18 NATIONAL UNIVERSITY OF SINGAPORE (NUS), Singapore
Research Fellow in Behavioral Economics
(Affiliated also to the *Future resilient systems, Singapore - ETH Centre*).

Education

- 2012-16 INSEAD, France
Ph.D. in Management (Decision Sciences).
Dissertation title: "Decision models of Anticipatory emotions: From theory to practice."
Committee: Enrico Diecidue (Chair), Ilia Tsetlin, Luc Wathieu, Klaus Wertenbroch, Horst Zank.
- 2015 MCDONOUGH SCHOOL OF BUSINESS, GEORGETOWN UNIVERSITY, USA
Visiting Ph.D. Student in Decision Sciences and Marketing.
Hosted by Luc Wathieu.
- 2012-14 INSEAD, France
Master of Science (M.Sc.) in Management (Decision Sciences).
- 2009-11 INDIAN INSTITUTE OF MANAGEMENT (IIM), Shillong, India
Post Graduate Diploma in Management (P.G.D.M.) (M.B.A. equivalent).
Specialization: Finance and Marketing.
- 2005-09 THIAGARAJAR COLLEGE OF ENGINEERING, ANNA UNIVERSITY, India
Bachelors in Engineering (B.E.), Electronics & Communication.

Research Interests

Behavioral Economics, Decision Theory, Anticipation, Habit formation, Behavioral change.

Published papers

- 1 "Regret theory: A new foundation." with Enrico Diecidue
Journal of Economic Theory 172 (2017): 88-119.
Finalist, 2014 INFORMS Decision Analysis Society Student Paper Award.

-
2. "Regret theory and Risk attitudes." with Enrico Diecidue
Journal of Risk and Uncertainty (2018): 1-29.
 3. "Risk and time preferences interaction: An experimental measurement." with Vincent Eli
Journal of Risk and Uncertainty (2022): 215-238.
 4. "Raising the Temperature in the Tropics: Gradual Targets Promote Energy Conservation Habits"
with Noah Lim, and Ingrid Koch.
Energy Economics (2023): 128.
 5. "Adoption of new technology vaccines" with Laura Zimmermann and Barsha Saha.
Forthcoming at Journal of Marketing (2023).

Other Published papers

6. "Reproducibility in Management Science" with Fisar et al. and Management Science Reproducibility Colloboration.
Forthcoming at Management Science (2023)
Note: Member of the Management Science Reproducibility Collaboration
7. "Behavioural Game Theory"(with Ho Teck-Hua)
Macroeconomic Review (2017), Monetary Authority of Singapore, Volume XVI, Issue 2, 97-103.

Working papers

8. "Reassurance in information acquisition" with Luc Wathieu.
R&R at Journal of Marketing Research.
9. "Leveraging Rational theory to reduce mobile usage" with Laura Zimmermann and Pham Quang Duc
Under review at Marketing Science.

-
10. "Momentum Equilibria in Participation on Platforms: Implications for Inequity" with Sanjiv Erat and Konstantinos Stouras
Under review at M&SOM.
 11. "Forecasting daily US COVID-19 death toll: Counterfactual Thinking Deteriorates Judgmental Performance" with Matthias Seifert
Under review at Psychological Science
 12. "Risk-averse algorithmic support and newsvendor decisions " with Prana Narayan and Matthias Seifert.
Under review at European Journal of Operations Research
 13. "Make it Stick: The Role of Alternative Activities in Reducing Habitual Smartphone Usage" with Pham Quang Duc and Laura Zimmerman.
Best Paper Award in the 7th Mediterranean Consumer research symposium, 2021.
Best Paper Award in the Risk uncertainty and decisions, Doctoral consortium conducted by IE Business School, 2021.
Under review at International Journal of Research in Marketing
 14. Nudging Sustainable Habits: Overcoming Boomerang Effects in a Field Experiment on Reducing Shower Time among Primary School Children" with Beverly Wang
Under review at Nature Communications

Work in progress

15. "Demand for genetic and medical testing: Role of anticipated emotions and probability distortion" with Luc Wathieu
Best Paper Award in the theme "Marketing, Wellbeing, and Healthcare" at the 2018 American Marketing Association Winter Academic Conference. Results covered by INSEAD Knowledge.
16. "Regret theory: Axioms and beyond" with Enrico Diecidue, Songyu He, Shuoli Liu.
17. "Using Dynamic Financial Incentives to Increase Physical Activity" with Ashish Sachdeva, Lawrence Jin, and Mitesh Patel.
18. "Optimal number of advisors" with Sanjiv Erat and Craig McKenzie.

19. “Meta-analysis of interventions to reduce smartphone usage” with Pham Quang Duc and Laura Zimmermann
20. “Exogeneous vs Endogeneous goals for behavioral change” with Ashish Sachdeva and Kamalkant Sharma.

Academic Awards and Grants

- | | |
|---------|---|
| 2023 | Spanish Ministry of Science and Innovation (Co-Principal investigator). (PID2019-111512RB-I00) Human-Algorithm interaction (total grant:80,000 euros) |
| 2023 | Won three awards (out of 5) for best working papers at IE University related to sustainability (total grant: 6,000 euros) |
| 2020-22 | Awarded for Teaching Excellence (rating 4.5/5 and above) at IE University for 13 courses (in 2020-23). |
| 2021 | University College Dublin, Ireland. To study the role of market thickness on market entry (total grant: 5,000 euros) |
| 2020 | Spanish Ministry of Science and Innovation. (PID2019-111512RB-I00). Using Behavioural Sciences to Improve Health Maintenance Decision-Making (total grant:20,000 euros) |
| 2018 | Best Paper Award in the theme “Marketing, Wellbeing, and Healthcare” at the 2018 American Marketing Association Winter Academic Conference, New Orleans. |
| 2016-18 | Research fellowship, Future resilient systems (Singapore - ETH Centre) and National University of Singapore. |
| 2014 | Finalist (runner up), INFORMS Decision Analysis Society Student Paper Award. |
| 2012-15 | Marie Curie initial training and network (ITN) fellowship of European Union (EU) to research on consumer competence (CONCORT). |
| 2012-16 | INSEAD doctoral fellowship. |
| 2008 | Motorola Scholar Award by Motorola Foundation, USA and Foundation for Advancement in Research (FAER), India. |

Seminars and Conference Presentations

1. **M.B.E.E.S. 2023**, Maastricht Behavioral and Experimental Economics Symposium, Maastricht University, Netherlands, June 2023. Presented “Reassurance in information acquisition.”
2. **Nova school of Business, Lisbon, Portugal**. Seminar series. Nov 2022. Presented “Rational addiction in mobile consumption”.
3. **Advances in Decision Analysis conference**. Darden School of Business. June 2022. Presenting “Rational addiction in mobile consumption”

4. **ISMS Marketing Science conference.** Chicago Booth School of Business. June 2022. Presenting “Rational addiction in mobile consumption”
5. **S.P.U.D.M. 28.** Subjective Probability, Utility, and Decision Making Conference, Warwick, UK. August 2021. Presented “Incentives for reducing mobile usage: A rational addiction perspective”
6. **Indian Institute of Management, Tiruchirapalli.** December 2020. Presented “Actual and Anticipated Incentives for reducing mobile usage.”
7. **IE Business School, Madrid, Spain.** Risk, Uncertainty, and Decisions group seminar, July 2020. Presented “Actual and Anticipated Incentives for reducing mobile usage”
8. **UCD Michael Smurfit Graduate Business School, University College Dublin.** December 2019. Presented “Raising the Temperature in the Tropics: Gradual Targets Promote Energy Conservation Habits.”
9. **Indian Institute of Management, Tiruchirapalli.** August 2019. Presented “Raising the Temperature in the Tropics: Gradual Targets Promote Energy Conservation Habits.”
10. **A.D.A. 2019,** Advances in Decision Analysis Conference, INFORMS, Bocconi university, Milan, Italy, June, 2019. Presented “Habit formation Energy conservation.”
11. **Choice Symposium,** Maryland, USA, Personalized Medicine proposal, May 2019. Presented “Information acquisition in Medicine: Role of actionability and emotion.”
12. **IE Business School, Madrid, Spain,** Risk, Uncertainty, and Decisions group seminar, November 2018. Presented “Habit formation in Energy conservation.”
13. **Singapore University of Technology and Design (SUTD), Singapore,** Engineering Systems Division (ESD), December 2017. Presented “Demand for genetic and medical testing: The role of anticipated emotions and probability distortion.”
14. **IE Business School, Madrid, Spain,** Department of Operations Management, December, 2017. Presented “Demand for genetic and medical testing: The role of anticipated emotions and probability distortion.”
15. **Darden School of Business, University of Virginia, USA,** Dana Clyman Seminar Series, May, 2017. Presented “Demand for genetic and medical testing: The role of anticipated emotions and probability distortion.”
16. **Future Resilient Systems,** Workshop on Human Behavior, Singapore - ETH Centre, Singapore, September 2016. Presented “Introduction to behavioral economics and prospect theory.”
17. **S.P.U.D.M. 25,** Subjective Probability, Utility, and Decision Making Conference, Budapest, Hungary, August 2015. Presented “Regret theory and risk attitudes: Experimental evidence.”
18. **McDonough School of Business, Georgetown University, USA,** Marketing Seminar Series, April, 2015. Presented “Regret theory: A new foundation and risk attitudes.”
19. **B.D.R.M. 2014,** Behavioral Decision Research in Management Conference, London Business School, London, UK, July 2014. Presented “Regret theory and risk attitudes: Experimental evidence.”
20. **F.U.R. XVI,** Foundations of Utility and Risk Conference, Erasmus University, Rotterdam, Netherlands, July 2014. Presented “Regret theory: A new foundation.”
21. **A.D.A. 2014,** Advances in Decision Analysis Conference, INFORMS, Georgetown university, Washington DC, USA, June, 2014. Presented “Ambiguity and time preferences.”

-
22. **M.B.E.E.S. 2014**, Maastricht Behavioral and Experimental Economics Symposium, Maastricht University, Netherlands, June 2014. Presented “Regret theory: A new foundation.”
 23. **C.O.N.C.O.R.T. 2013-2015**, Consumer Competence Research Training Seminars, Marie Curie Initial Training Network.
 - INSEAD, Fontainebleau, October 2015: “Behavioral economics of medical and genetic testing.”
 - Tobii technologies, Stockholm, June 2015: “Regret theory and risk attitudes: Experimental evidence”
 - University of Amsterdam, January 2015: “Prize linked savings: Experimental results.”
 - ESMT, Berlin, September 2014 : “Risk and ambiguity attitudes under time pressure: Experts vs Novice.”
 - University of Utrecht, March 2014 : “Ambiguity and time preferences.”
 - KU Leuven, July 2013: “Regret theory: A new foundation.”

Teaching Experience

IE Business School

- **MBA: *Data Analytics for Managers* , Average Teaching evaluations: 4.55/5 (2023), 4.82/5 (2022), 4.74/5 (2021), 4.61/5 (2020),**
- **Master in Management (MIM): *Data Analytics for Decision Making*, Average Teaching evaluations: 4.7/5, 4.6/5 (2022), 4.74/5 (2021), 4.6/5 (2020), 4.48/5 (2019).**
- **Master in Management (MIM): *Experimental design for Managers*, Average Teaching evaluations: 4.43/5 (2023).**
- **PhD: *Quantitative Methods III (Focus on experimental design & analysis)*, Average Teaching evaluations: 5/5 (2023), 4.97/5 (2022), 4.94/5 (2021), 4.51/5 (2020)**

INSEAD (Tutor and teaching assistant)

- *Prices & Markets*, MBA core course in Microeconomics. Teaching Evaluation: 4.36/5.0 (2013)
- MBA Excel tutorial sessions (2013-14)
- MBA *Managerial Decision Making* (INSEAD MBA elective) (2014)

Service

Ad-hoc referee for

Annals of Operations Research, Decision, Decision Analysis, Economic Modelling, European Journal of Operational Research, Economic Theory, International Economic Review, Journal of Economic Behavior and Organisation, Journal of Economic Psychology, Journal of Economic Theory, Journal of Mathematical Psychology, Judgement and Decision Making, Management Science, Operations Research, Theory and Decision.

PhD students (and first position)

Pranadharthiharan Narayan (Nova School of Business, Portugal), Pham Quang Duc (Current student)

PhD committees

Sreyaa Guha (Nova School of Business, Portugal), Shijit Nambiar (SolBridge International School of Business, Korea), Shike Li (Shanghai Jiao Tong University, China)

Industry Experience

2011-12 **Associate**, Project Advisory and Structured Finance, State Bank of India (SBI) Capital Markets, Ltd, India

Worked on project appraisal, loan syndication, restructuring and advisory assignments in different sectors like road, power, steel, and aerospace.

2010 **Summer Intern**, Dr. Reddy's laboratories, India

Worked on the launch of a cardiac drug in Indian domestic pharmaceutical market.

Professional Certifications

Global colloquium on participant centered learning (GloColl), in-person program, **Harvard Business School, Boston, USA.**

Financial Risk Manager (FRM) – Certified by the Global Association of Risk Professionals, USA.

Personal and Miscellaneous

Marital status: Married.

Languages: Tamil (Mother tongue), English (Fluent), and Spanish (Elementary).