
JEEVA SOMASUNDARAM

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Academic positions

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

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

Decision theory and experiments, Behavioral Economics, Decision making in Environment and Medical domains.

Research papers

- 1 Diecidue, Enrico, Jeeva Somasundaram. "Regret theory: A new foundation."
Journal of Economic Theory 172 (2017): 88-119.
Finalist, 2014 INFORMS Decision Analysis Society Student Paper Award.
2. Somasundaram, Jeeva, Enrico Diecidue, "Regret theory and Risk attitudes."
Journal of Risk and Uncertainty (2018): 1-29.

3. Somasundaram, Jeeva, Luc Wathieu, "Demand for genetic and medical testing: The role of anticipated emotions and probability distortion."
Best Paper Award in the theme "Marketing, Wellbeing, and Healthcare" at the 2018 American Marketing Association Winter Academic Conference.
Results covered by *INSEAD Knowledge*.
4. "Habit formation in Energy Conservation." (with Teck-Hua Ho, Noah Lim, and Ingrid Koch)
Working paper available.
5. Somasundaram, Jeeva, Vincent Eli, "Risk and time preferences interaction: An experimental measurement."
Working paper available.

Work in progress

6. "Role of soft commitment in water conservation." with Teck-Hua Ho and Beverly Wang.
A randomized control trial (RCT) targeting 6400 primary school students in Singapore (Grade II to V). The objective is to evaluate and understand the non-monetary soft commitment intervention in the context of water conservation. The project aims to reduce the school children's shower time. Data collection completed. Results available.
7. "Reassurance effect: Experimental evidence" with Luc Wathieu. Experimental results available.
8. "Over-diagnosis Equilibrium: The Willful Marketing Of False Positives," with Luc Wathieu. Preliminary model and results available.

Other Research papers

8. Ho, Teck-Hua, Jeeva Somasundaram (2017), "Behavioural Game Theory," *Macroeconomic Review*, Monetary Authority of Singapore, Volume XVI, Issue 2, 97-103.

Academic Awards and Grants

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| 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. **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."
2. **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."
3. **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."
4. **Future Resilient Systems**, Workshop on Human Behavior, Singapore - ETH Centre, Singapore, September 2016. Presented "Introduction to behavioral economics and prospect theory."
5. **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."
6. **McDonough School of Business, Georgetown University, USA**, Marketing Seminar Series, April, 2015. Presented "Regret theory: A new foundation and risk attitudes."
7. **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."
8. **F.U.R. XVI**, Foundations of Utility and Risk Conference, Erasmus University, Rotterdam, Netherlands, July 2014. Presented "Regret theory: A new foundation."
9. **A.D.A. 2014**, Advances in Decision Analysis Conference, INFORMS, Georgetown university, Washington DC, USA, June, 2014. Presented "Ambiguity and time preferences."
10. **M.B.E.E.S. 2014**, Maastricht Behavioral and Experimental Economics Symposium, Maastricht University, Netherlands, June 2014. Presented "Regret theory: A new foundation."
11. **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

2018

2013 **Tutor** for *Prices & Markets*, MBA core course in Microeconomics.
 Prepared and delivered 7x2 lectures (2 hrs each) for a class of 50+ INSEAD MBA students.
 Assisted Prof. Vlad Mares in designing the exam. **Teaching Evaluation:** 4.36/5.0.

2014-15 **Instructor** for MBA Excel tutorial sessions.

Prepared and delivered 4x2 lectures (2 hrs each) for 100+ INSEAD MBA students.

2014 **Teaching Assistant** to Prof. Jack Soll for Managerial Decision Making (INSEAD MBA elective)

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.

2011-12 **Consultant** (part time), Yotto labs, Bangalore, India

Worked on developing business plan, fund raising and launching "stewot"- a digital menu card for restaurants.

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

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

Service

Referee for *Decision Analysis, Economic Modelling, European Journal of Operational Research, Journal of Economic Behavior and Organisation, Operations Research, Theory and Decision.*

Miscellaneous

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

Programming languages /Software: C, C++, Matlab, Mathematica, R, Stata, SAS.

Personal

Marital status: Married.

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