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## JEEVA SOMASUNDARAM

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### Academic positions

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- 2018- **IE BUSINESS SCHOOL**, Madrid, Spain  
*Associate Professor of Decision Sciences (with Tenure), Sep 2025-*  
*Assistant Professor of Decision Sciences, 2018-2025.*
- 2016-18 **NATIONAL UNIVERSITY OF SINGAPORE (NUS)**, Singapore  
*Research Fellow in Behavioral Economics (Advisor: Teck-Hua Ho)*  
*(Affiliated also to the Future resilient systems, Singapore - ETH Centre).*

### Education

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- 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

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Decision making under risk, Habit formation and behavioral change.

### Publications (peer-reviewed)

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(+ Equal Authorship, \* First two authors contributed equally)

1. Somasundaram, Jeeva, Laura Zimmermann, and Pham Quang Duc (2025), "*Leveraging Rational addiction theory to reduce mobile usage.*"  
Forthcoming at **Journal of Marketing**.

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2. + Somasundaram Jeeva, Zhiyu Wang (2025), "Pledges Counteract the Boomerang Effect in a Sustainable Showering Intervention for Children" **Communications Psychology** (Nature portfolio), 3(1), 107.
  3. + Seifert, Matthias, Jeeva Somasundaram (2025), "COVID-19 death toll predictions show that triggering counterfactual thinking deteriorates judgmental performance." **Communications Medicine** (Nature portfolio), 5(1), 35.
  4. Narayan, Prana, Jeeva Somasundaram, Matthias Seifert (2025). Risk-averse algorithmic support and inventory management. **European Journal of Operational Research**, 322(3), 993-1004.  
Winner, Sustainability impact award by IE University 2023.
  5. \* Zimmermann, Laura, Jeeva Somasundaram, Barsha Saha (2024), "Adoption of new technology vaccines," **Journal of Marketing**, 88 (4), 1-21.  
Winner, Sustainability impact award by IE University 2023.
  6. + Somasundaram, Jeeva, Ingrid Koch, Noah Lim (2023), "Raising the Temperature in the Tropics: Gradual Targets Promote Energy Conservation Habits," **Energy Economics**, 128, 107191.  
Winner, Sustainability impact award by IE University 2023.
  7. Somasundaram, Jeeva, Vincent Eli (2022), "Risk and time preferences interaction: An experimental measurement," **Journal of Risk and Uncertainty**, 65(2), 215-238.
  8. Somasundaram, Jeeva, Enrico Diecidue (2017), "Regret theory and Risk attitudes," **Journal of Risk and Uncertainty**, 55, 147-175.
  9. + Diecidue, Enrico, Jeeva Somasundaram (2017), "Regret theory: A new foundation," **Journal of Economic Theory**, 172, 88-119.  
Finalist, 2014 INFORMS Decision Analysis Society Student Paper Award.

### Other publications (peer-reviewed)

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10. Fisar et al. and Management Science Reproducibility Collaboration (2024), "Reproducibility in Management Science," **Management Science**, 70(3), 1343-1356.  
Note: Member of the Management Science Reproducibility Collaboration.
11. + Sharma, Kamalkant, Jeeva Somasundaram, Ashish Sachdeva (2024), "Self-Selected Versus Assigned Target to Reduce Smartphone Use and Improve Mental Health: Protocol for a Randomized Controlled Trial," **JMIR Research Protocols**, 13 (1), e53756.

### Under review

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12. Duc, Pham Quang, Jeeva Somasundaram, Laura Zimmermann, "Make it Stick: The Role of Alternative Activities in Reducing Habitual Smartphone Usage."  
Minor revision at **Journal of Public Policy and Marketing**.  
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.  
Winner, Sustainability impact award by IE University 2025.

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13. + Diecidue, Enrico, Songyu He, Shuoli Liu, Jeeva Somasundaram, *"Clarifications and Extensions to "Regret theory: A new foundation."*  
Reject and Resubmit at **Journal of Economic Theory**.
  14. \* Sachdeva, Ashish, Jeeva Somasundaram, Kamalkant Sharma, *"Self-selected goals are more effective than Assigned goals for behavioral change."*  
Under review at **Social Science and Medicine**.  
*Best Paper Award in the India Management Research Conference, IIM Ahmedabad 2025.*
  15. *"Incentive Design Shapes Durable and Structurally Distinct Behavior"* with Ashish Sachdeva and Lawrence Jin.  
*Best Paper Award (Runner-up) in the India Management Research Conference, IIM Ahmedabad 2025.*  
Under review at **PNAS**.
  16. + Somasundaram, Jeeva, Luc Wathieu, *"Reassurance-Seeking and the Value of Non-Instrumental Information"*  
Under review at **Organization Behavior and Human Decision Process**.
  17. + Erat, Sanjiv, Jeeva Somasundaram, Konstantinos Stouras, *"Efficiency and Equity in repeated entry games."*  
Under review at **Games and Economic Behavior**

### Work in progress

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18. *"Idea Screening: How Signal Fidelity Shapes Go/No-Go Decisions."* with Sanjiv Erat.  
Working paper available.
19. *"Using Reassurance-seeking to market information and engage consumers"* with Luc Wathieu.  
Working paper available.
20. *"Decreasing returns to physical activity"* with Ashish Sachdeva.  
First draft available.
21. *"Meta-analysis of interventions to reduce smartphone usage"* with Pham Quang Duc and Laura Zimmermann.  
First draft available.
22. *"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.*  
Working paper available.
23. *"Dynamic risk taking in real money gaming chess platform"* with Kiron Ravindran and Gordon Burch.  
Early stage research.
24. *"Overdiagnosis as an outcome of information asymmetry"* with Ingrid Koch.  
Early stage research.

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## Review articles and Book chapters

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25. + Ho, Teck-Hua, Jeeva Somasundaram (2017), "*Behavioural Game Theory*," **Macroeconomic Review**, Monetary Authority of Singapore, Volume XVI, Issue 2, 97-103.
26. Zimmermann, Laura, Jeeva Somasundaram (2024), "*Maladaptive Smartphone Usage*," Chapter 5 of the book "*Maladaptive Consumer Behavior: Theory, Research, and Intervention*," ISBN978-3-031-60198-9, **Springer Nature**.

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## Academic Awards and Grants

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- 2025 **Best professor, MBA program**, IE Business School 2025.
- 2023 Spanish Ministry of Science and Innovation (**Co-Principal investigator**) (PID2019-111512RB-I00) "*Human-Algorithm interaction*" (total grant: **80,000 euros**).
- 2023 Won **three sustainability impact awards** for best papers related to sustainability at IE University (total grant: **6,000 euros**).
- 2020-25 Awarded for **Teaching Excellence** (rating 4.5/5 and above) at IE University for **23 courses (in 2020-25)**.
- 2021 University College Dublin, Ireland. "*Market thickness and coordination in on-demand service platforms: Theory and experiments*" (total grant: **5,000 euros**).
- 2021 **Best Paper Award** in the 7th Mediterranean Consumer research symposium, 2021.
- 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.
- 2017 National Research Foundation, Singapore. "*The role of commitment in reducing school children's shower time*" (total grant: **\$274,752**).
- 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.
- 2015-16 INSEAD doctoral fellowship.
- 2012-15 Marie Curie initial training and network (ITN) fellowship of European Union (EU) to research on consumer competence (CONCORT).
- 2008 Motorola Scholar Award by Motorola Foundation, USA and Foundation for Advancement in Research (FAER), India.

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## Seminars and Conference Presentations

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1. **European Decision Sciences Seminar**, March 2026. Presenting "*Incentive Design Shapes Durable and Structurally Distinct Behavior*."

2. **University of Nottingham**, May 2025. Presented *"Leveraging Rational Addiction theory to Reduce Mobile Usage."*
3. **UCL Behavioral Science Symposium**, April 2025, Nova School of Business, Portugal. Presented *"Dynamic Financial Incentives to Increase Physical Activity."*
4. **Advances in Decision Analysis conference**, July 2024, Aalto University, Finland. Presented *"Make it stick: The Role of Alternative Activities in Reducing Habitual Smartphone Usage."*
5. **Advances in Decision Analysis conference**, July 2024, Aalto University, Finland. Presented *"Reassurance in information acquisition."*
6. **BIOMS 2024**, Behavioral Industrial Organization and Marketing Symposium, May 2024, University of Michigan, Ross School of Business. Presented *"Leveraging Rational Addiction Theory to Reduce Mobile usage."*
7. **BSPA Conference 2024**, Behavioral Science and Policy Association Conference, May 2024. Presented *"Raising the Temperature in the Tropics: Gradual Targets Promote Energy Conservation Habits."*
8. **M.B.E.E.S. 2023**, Maastricht Behavioral and Experimental Economics Symposium, Maastricht University, Netherlands, June 2023. Presented *"Reassurance in information acquisition."*
9. **Nova school of Business, Lisbon, Portugal**, Seminar series, Nov 2022. Presented *"Rational addiction in mobile consumption."*
10. **Advances in Decision Analysis conference**, Darden School of Business, June 2022. Presented *"Rational addiction in mobile consumption."*
11. **ISMS Marketing Science conference**, Chicago Booth School of Business, June 2022. Presented *"Rational addiction in mobile consumption."*
12. **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."*
13. **Indian Institute of Management, Tiruchirapalli, India**, December 2020. Presented *"Actual and Anticipated Incentives for reducing mobile usage."*
14. **IE Business School, Madrid, Spain**, Risk, Uncertainty, and Decisions group seminar, July 2020. Presented *"Actual and Anticipated Incentives for reducing mobile usage."*
15. **UCD Michael Smurfit Graduate Business School, Dublin, Ireland**, December 2019. Presented *"Raising the Temperature in the Tropics: Gradual Targets Promote Energy Conservation Habits."*
16. **Indian Institute of Management, Tiruchirapalli, India**, August 2019. Presented *"Raising the Temperature in the Tropics: Gradual Targets Promote Energy Conservation Habits."*
17. **A.D.A. 2019**, Advances in Decision Analysis Conference, INFORMS, Bocconi university, Milan, Italy, June, 2019. Presented *"Habit formation Energy conservation."*
18. **Choice Symposium**, Maryland, USA, Personalized Medicine proposal, May 2019. Presented *"Information acquisition in Medicine: Role of actionability and emotion."*
19. **IE Business School, Madrid, Spain**, Risk, Uncertainty, and Decisions group seminar, November 2018. Presented *"Habit formation in Energy conservation."*
20. **Singapore University of Technology and Design (SUTD), Singapore**, December 2017. Presented *"Demand for genetic and medical testing: The role of anticipated emotions and probability distortion."*

21. **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.*"
22. **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.*"
23. **Future Resilient Systems**, Workshop on Human Behavior, Singapore - ETH Centre, Singapore, September 2016. Presented "*Introduction to behavioral economics and prospect theory.*"
24. **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.*"
25. **McDonough School of Business, Georgetown University, USA**, Marketing Seminar Series, April, 2015. Presented "*Regret theory: A new foundation and risk attitudes.*"
26. **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.*"
27. **F.U.R. XVI**, Foundations of Utility and Risk Conference, Erasmus University, Rotterdam, Netherlands, July 2014. Presented "*Regret theory: A new foundation.*"
28. **A.D.A. 2014**, Advances in Decision Analysis Conference, INFORMS, Georgetown university, Washington DC, USA, June, 2014. Presented "*Ambiguity and time preferences.*"
29. **M.B.E.E.S. 2014**, Maastricht Behavioral and Experimental Economics Symposium, Maastricht University, Netherlands, June 2014. Presented "*Regret theory: A new foundation.*"
30. **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

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### IE Business School

(Each MBA/MIM section has ~50 students, when no. of sections is > 1, it is mentioned in brackets)

- **MBA: Data Analytics for Managers (core)** , **Average Teaching evaluations: 4.9/5 (2025, 5 sections), 4.76/5 (2024, 3 sections), 4.5/5 (2023, 2 sections), 4.82/5 (2022, 2 sections), 4.74/5 (2021, 2 sections), 4.61/5 (2020).**
- **Master in Management (MIM): Data Analytics for Decision Making (core)**, **Average Teaching evaluations: 4.69/5 (2023, 2 sections), 4.55/5 (2022, 2 sections), 4.75/5 (2021, 2 sections), 4.58/5 (2020, 3 sections), 4.48/5 (2019, 2 sections).**
- **Master in Management (MIM): Experimental design for Managers (elective)**, **Average Teaching evaluations: 5/5 (2025), 4.67/5(2024), 4.43/5 (2023).**

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- **PhD:** *Quantitative Methods IV (Focus on experimental design & analysis)*, **Average Teaching evaluations:** 5/5 (2025), 4.52/5 (2024), 5/5 (2023), 4.97/5 (2022), 4.94/5 (2021), 4.51/5 (2020)
  - **Executive program:** *Attention, Habit & Digital well-being (Focus on interventions to improve habits)*, **Average Teaching evaluations:** 4.3/5 (2025),

### **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).

### **Case studies**

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1. + Salinas, Gabriela, Jeeva Somasundaram (2024), “Unilever chief signals rethink on ESG,” **Financial times**, <https://www.ft.com/content/1d685544-abaf-4b32-9da3-6dbb5ed97d3b>.

### **Service**

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#### **Ad-hoc referee for**

*Annals of Operations Research, Communications Psychology (Nature portfolio), Decision, Decision Analysis, Economics Letters, Economic Modelling, European Journal of Operational Research, Economic Theory, European Economic Review, 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, Organization Behavior and Human Decision Process, Theory and Decision.*

#### **PhD students (and first position)**

Pranadharthi Narayan (Nova School of Business, Portugal), Pham Quang Duc (CUNEF, Spain).  
Sanaz Behrooz (2025- current)

#### **PhD and DBA committees**

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

#### **IE University**

Recruitment committee for tenure-track faculty in Operations and Decision sciences 2025

MBA and MIM Data analytics courses co-ordinator 2024 -

PhD Comprehensive exam (Quantitative methods) committee 2024-

Undergraduate thesis committees 2022-

#### **Industry Experience**

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- 2025- **Co-founder**, Faro (Block-chain based academic credentials platform).
- 2025- **Advisor**, IMS-Many private ltd.
- 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**

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**Global colloquium on participant centered learning (GloColl) 2023**, in-person program, **Harvard Business School, Boston, USA.**

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

### **Personal and Miscellaneous**

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Marital status: Married.

Children: One daughter (6-year old).

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