

## Mark Schneider – Curriculum Vitae

Postdoctoral Fellow – Economic Science Institute, Chapman University  
One University Drive, Orange, CA. 92866  
Cellphone: (860) 268-7791 e-mail: MarkSchneider@aya.yale.edu

### RESEARCH INTERESTS

---

**Topics:** Choice under Risk and Uncertainty, Auction Theory, Games and Markets with Asymmetric Information, Psychological underpinnings of economic behavior, Framing Effects, Dual Process Models.

**Methods:** Analytical Modeling, Experimental Design, Game Theory, Probability Theory, Decision Analysis, Computer Simulations, Meta-Analysis, Econometrics, Network Analysis.

### TEACHING INTERESTS

---

Experimental Economics, Behavioral Economics, Choice Theory, Auction Theory, Game Theory, Market Design

### EDUCATION

---

Ph.D., Operations & Information Management, **University of Connecticut, School of Business** (2015)

**Dissertation Title:** *Essays on Decision Making under Risk with applications to Auction Theory*

**Overview:** Observed decisions are very susceptible to changes in targets, response modes, and the framing of alternatives. In three essays I further investigate each of these factors. In the first essay, a model is developed in which a decision maker's 'target return' is an endogenous function of the choice set and it is shown to offer a parsimonious explanation for many of the classical phenomena observed in decisions under risk. In the second essay, the results of two experiments are reported which test for violations of expected utility theory using three qualitatively different response modes – choice tasks, preference tasks, and valuation tasks. In the third essay, a model of decision making is developed in which the frame of a decision is endogenous, and it is shown to explain the classic framing effects for decisions under risk. In the fourth and final essay of the dissertation, the analysis of targets is extended to the study of equilibrium behavior of loss-averse and risk-averse bidders in combinatorial auctions.

**Dissertation Committee:** *Robert Day, Manuel Nunez, Mike Shor*

B.A., Economics, **Yale University** (2008)

**Senior Thesis:** *The Credit Card Effect on Consumption and Saving*      **Advisor:** *Robert Shiller*

**Overview:** This study investigates the relationship between the introduction of credit cards and the subsequent decline in national savings rates in eight OECD countries.

## HONORS AND AWARDS

---

1. First place winner, Student Paper Competition of the INFORMS Decision Analysis Society (2014)
2. OPIM Departmental Outstanding Student Scholar Award, UConn School of Business (2013).
3. Powell Student Achievement Award, UConn School of Business (2011).
4. Yale College David Everett Chantler Award for graduating student exhibiting strength of character and high moral purpose (2008).
5. Department of Homeland Security Scholarship in Science and Technology (2006).
6. USA Today's High School Academic First Team (2004)
7. Arthur Connell Award for Most Outstanding Boy's State Delegate (2003)
8. First Place, National Winner, Siemens-Westinghouse Math, Science, Technology Competition (2003)
9. Finalist Y50K Yale Entrepreneurial Society Business Plan Competition (2005)

## PUBLICATIONS

---

1. Schneider, M., Nunez, M. "A Simple Mean-Dispersion Model of Ambiguity Attitudes." Accepted for publication at *The Journal of Mathematical Economics*.
2. Schneider, M., Leland, J. "Reference-dependence, Cooperation, and Coordination in Games" Accepted for publication at *Judgment and Decision Making*.
3. Schneider, M., Day, R., Garfinkel, R. "Risk Aversion and Loss Aversion in Core Selecting Auctions." Accepted for publication at *Decision Support Systems*.
4. Schneider, M., Coulter, R. "A Dual Process Evaluability Framework for Decision Anomalies." Accepted for publication at the *Journal of Economic Psychology*

## WORKING PAPERS

---

1. Schneider, M. "Frame Dependent Utility Theory" (2014 INFORMS DAS Student Paper Award)
2. Schneider, M., Day, R., Garfinkel, R. "Target-adjusted Utility Functions and Expected Utility Paradoxes."
3. Schneider, M., Nunez, M. "A Model of Markets with Multi-dimensional Information Structures."
4. Schneider, M., Shor, M. "The Allais Common Ratio Effect in Choice, Pricing, and Happiness Tasks."
5. Leland, J., Schneider, M. "A theory of focal points in 2x2 games."

## WORK IN PROGRESS

---

1. "Is there a Neural Basis for the Zero-Price Effect? The Neuroeconomics of FREE!" (Neuroeconomics fMRI study with Mike Shor, UConn, and Tibor Besedes, Georgia Institute of Technology).
2. "Can the Salience of Payoffs Moderate Strategic Thinking in Games?" (Neuroeconomics fMRI study with Mike Shor and Tibor Besedes)

## INVITED PRESENTATIONS

---

1. “Frame-Dependent Utility Theory”, *INFORMS Annual Meeting*, San Francisco, (2014)
2. “Frame-Dependent Risk and Time Preferences”, Consumer Financial Protection Bureau (2014)
3. “Leveraging rationality: Losses Loom Larger than Gains,” Yale School of Management (2012)

## CONFERENCE PRESENTATIONS

---

1. “Frame Dependent Utility Theory.” International Game Theory Festival, Stony Brook (2015)
2. “Resolving Expected Utility Paradoxes with a Moving Target Partial Moments Model,” *INFORMS Annual Meeting*, San Francisco (2014)
3. “Skewness Preference and Behavior Towards Risk,” *INFORMS Annual Meeting*, Minneapolis (2013)
4. “An Algorithm for finding Bayes-Nash equilibrium in Core-Selecting Auctions,” *INFORMS Annual Meeting*, Phoenix (2012)
5. “Deciding by Feeling and Calculation,” *INFORMS Marketing Science Conference*, Boston (2012)
6. “Predicting the Influence of Affect,” *Annual Conference of the Society for Judgment & Decision making*, Minneapolis (2012)
7. “Efficiency in Core-selecting Auctions,” *INFORMS Annual Meeting*, Charlotte. (2011)
8. “Towards an Integrated View of Rationality,” *Annual Conference of the Society for Judgment & Decision making*, St. Louis (2010)
9. Context Dependent Choice Heuristics,” *Annual Conference of the Society for Judgment & Decision Making*, Boston (2009)
10. “Credit Card Effect on Consumption and Saving,” *Annual Conference of the Society for Judgment & Decision Making*, Boston (2009)
11. “Using Network Analysis to Identify Centers of Knowledge,” *DHS scholars and fellows Orientation*, Washington DC, (2007) and NHI, Z-division group meeting, LLNL, (2007)
12. “Drought and propagation of the West Nile Virus in Boulder Colorado,” *Connecticut Junior Science and Humanities Symposium*, University of Connecticut (2004)

## PERIODICAL PUBLICATIONS<sup>1</sup>

---

1. Sitting down with Noam Chomsky. *The Yale Scientific Magazine*, March, 2012
2. Great Minds in Economics: An interview with John Nash. *The Yale Economic Review*, June, 2008
3. Great Minds in Economics: An interview with Daniel Kahneman. *The Yale Economic Review*, December, 2007
4. Great Minds in Economics: An interview with Robert Solow. *The Yale Economic Review*, April, 2007
5. Great Minds in Economics: An interview with Milton Friedman. *The Yale Economic Review*, December, 2006
6. Great Minds in Economics: An interview with Paul Samuelson. *The Yale Economic Review*, April, 2006

---

<sup>1</sup> Articles/Interviews available on [www.MSchneiderUConn.com](http://www.MSchneiderUConn.com)

## WORK / RESEARCH EXPERIENCE

---

1. Market Design Consultant for Matching MBA Students to Project Teams, 2011-2013 (UConn)
2. Research Assistant for Professor Robert Day, "Equilibria in Combinatorial Auctions," (2010-2014)
3. Research Assistant for Professor Robert Shiller, Yale University, acknowledged in his book *Animal Spirits: How Human Psychology Drives the Economy, and why it Matters for Global Capitalism*.
4. Senior Editor, Yale Economic Review (June, 2006- August, 2008)
5. Research intern in network analysis (*Using Network Analysis to Identify Centers of Knowledge*), International Assessments Program (Z Division) at Lawrence Livermore National Laboratory (2007)
6. Research assistant for Professor Lauren Cohen, Yale University, in Behavioral Finance (2006).
7. Research Intern, Connecticut Attorney General Office, Antitrust Department (2005)
8. Academics Editor, Yale Economic Review (September 2005- May 2006)

## TEACHING EXPERIENCE

---

1. Course Instructor, OPIM 3104, (Operations Management), (Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014 (Two sections)) (Teaching Evaluations: 8.7/10, 4.4/5, 4.3/5, 3.9/5, 4.1/5, 4.4/5)<sup>2</sup>  
OPIM 3104 is a 3 credit required course for School of Business Majors.  
*Main Modules:* Quality Management, , Statistical Process Control, Supply Chain Management, Forecasting, Inventory Management, Queueing Theory, Project Management, Strategy  
*Business Analytics Modules:* Linear Programming, Decision Analysis, Revenue Management
2. Course Instructor BADM 3760 (Business Information Systems, online course). Summer, 2012.  
*Main Modules:* Microsoft Access, Microsoft Excel, Database Design
3. Course Coordinator and Instructor, UConn BADM 3001, (Microsoft Office for School of Business majors), 2010-2012. BADM 3001 is a 1 credit course 4-week course, repeated three times per semester. Coordinated course instructors and over 400 students per academic year.
4. Guest Speaker in graduate course on Experimental Economics (Lecture on Behavioral Economic Models of decision making) (2012)
5. Invited Speaker, "Making the most of your graduate assistantship" (2011-2013). Presented to all incoming doctoral students in the UConn School of Business.

## SKILLS

---

Statistical packages: STATA, R. Languages: C++, Visual Basic, Visual Studio, SQL, HTML  
Other: STELLA, ORA, Scientific Workplace, Mathematica, QUALTRICS survey software,  
CITI Program Training in Human Subjects Research

## PROFESSIONAL SERVICE

---

1. **Reviewer for Journals:** *Decision Support Systems* (2012 to 2014), *Information Systems Frontiers*
  2. **Grant Reviewer:** National Science Foundation (2014).
- 

<sup>2</sup> Evaluation system changed from 10-pt to 5-pt scale in 2013.