

## RANDY YANG GAO

Bocconi University  
Floor 4 D1-13, Via Roentgen 1, 20136 Milano, Italy  
E-mail: [yang.gao2@unibocconi.it](mailto:yang.gao2@unibocconi.it)  
[www.randygao.com](http://www.randygao.com)

### EDUCATION AND ACADEMIC POSITIONS

---

|  |                 |
|--|-----------------|
| <b>Bocconi University</b><br>Assistant Professor, 2025–present                                     | Milan, IT       |
| <b>Yale University</b><br>Yale School of Management<br>Postdoctoral Researcher, 2024–2025          | New Haven, CT   |
| <b>New York University</b><br>Leonard N. Stern School of Business<br>Ph.D. in Marketing, 2018–2024 | New York, NY    |
| <b>University of Chicago</b><br>M.A. in Psychology, 2016–2017                                      | Chicago, IL     |
| <b>Fudan University</b><br>B.A. in English Language and Literature, 2012–2016                      | Shanghai, China |

### RESEARCH INTERESTS

---

Judgment, Decision-Making, Behavioral Pricing, Risk and Uncertainty, Research Methods

### MANUSCRIPTS AND RESEARCH IN PROGRESS

---

#### Working papers (drafts available)

Gao, Randy Y., Simon Huang, & Minah H. Jung. “Multiple Price List Systematically Lowers Valuation.” *Revising for re-submission to Management Science*.

Gao, Randy Y., Joshua Lewis, & Lucius Caviola. “The Hedging Paradox: When Reducing Risk Feels Risky.” *Under review at Journal of Personality and Social Psychology*.

Wang, Liman, Randy Y. Gao, Minah H. Jung, Iris W. Hung, & Leif D. Nelson. “Online Platforms Provide Access to Valid Eastern Samples.” *Under review at Journal of Personality and Social Psychology*.

Gao, Randy Y., Liman Wang, & Leif D. Nelson. “Extremity Bias in Survey Responses Generates Strong Yet Invalid Results.” *Preparing for submission*.

Gao, Randy Y., Minah H. Jung, & Leif D. Nelson. "Accuracy Can Be Artifactual and Illusory in Forecasts of Intervention Effects." *Preparing for submission*.

Gao, Randy Y. & Minah H. Jung. "Good Deal Seeking, Strategic Bidding, and the Uncertainty Effect." *Preparing for submission*.

Donnelly, Kristin, [and 24 others, including Randy Y. Gao, Don A. Moore, & Leif D. Nelson]. "Moral Licensing: An Empirical Audit and Review." *Preparing for submission to PNAS*.

### **Research in progress (data collection ongoing)**

Gao, Randy Y., Sally Shin, & Ravi Dhar. "AI Trust Penalty." *Data collection in progress*.

Gao, Randy Y., Emma Gu, Joshua Lewis, & Minah H. Jung. "Subscription Trials Offered at a Small Price are More Attractive Than Free Trials." *Data collection in progress*.

### **CONFERENCE & INVITED PRESENTATIONS (\* denotes presenting author)**

---

Gao, Randy Y. \*, Sally Shin, & Ravi Dhar (October 2025), "The AI Trust Penalty." *Association for Consumer Research*, Washington, DC

Wang, Liman, Randy Y. Gao, Minah H. Jung, Iris W. Hung, & Leif D. Nelson\* (November 2024), "Online Platforms Provide Access to Valid Eastern Samples." Poster presented at *Society for Judgment and Decision Making Conference*, New York, NY

Gao, Randy Y. \*, Emma Gu, Joshua Lewis, & Minah H. Jung (September 2024), "Subscription Trials Offered at a Small Price Are More Attractive Than Free Trials." *Association for Consumer Research*, Paris, FR

Emma Gu\*, Randy Y. Gao, Simon Huang, & Minah H. Jung (September 2024), "Temptation Neglect and Misforecasts of Stock-Selling Behavior." *Association for Consumer Research*, Paris, FR

Gao, Randy Y. \*, Simon Huang, & Minah H. Jung (June 2024), "Multiple Price List Systematically Lowers Valuation." *Behavioral Decision Research in Management Conference*, Chicago, IL

Gao, Randy Y. \*, Liman Wang, & Leif D. Nelson (June 2024), "Extremity Bias in Survey Responses Generates Strong Yet Invalid Results." *Behavioral Decision Research in Management Conference*, Chicago, IL

Wang, Liman, Randy Y. Gao, Minah H. Jung, Iris W. Hung, & Leif D. Nelson\* (June 2024), "Western Researchers Can and Should Be Accessing Eastern Samples: Scientific Validation and Practical Guidance." *Behavioral Decision Research in Management Conference*, Chicago, IL

Gao, Randy Y. \*, Liman Wang, & Leif D. Nelson (November 2023), “Extremity Bias in Survey Responses Generates Strong Yet Invalid Results.” *Society for Judgment and Decision Making Conference*, San Francisco, CA

Gao, Randy Y. \*, Simon Huang, & Minah H. Jung (November 2023), “All Roads Lead to Rome? Evaluating Value Elicitation Methods.” Poster presented at *Society for Judgment and Decision Making Conference*, San Francisco, CA

Wang, Liman, Randy Y. Gao\*, Minah H. Jung, Iris W. Hung, & Leif D. Nelson (November 2023), “Western Researchers Can and Should Be Accessing Eastern Samples: Scientific Validation and Practical Guidance.” Poster presented at *Society for Judgment and Decision Making Conference*, San Francisco, CA

Gao, Randy Y. \*, Liman Wang, & Leif D. Nelson (October 2023), “Extremity Bias in Survey Responses Generates Strong Yet Invalid Results.” *Association for Consumer Research*, Seattle, WA

Gao, Randy Y. \*, Simon Huang, & Minah H. Jung (July 2023), “All Roads Lead to Rome? Evaluating Value Elicitation Methods.” *European Association for Consumer Research 2023*, Amsterdam, NL

Gao, Randy Y. \*, Simon Huang, & Minah H. Jung (March 2023), “All Roads Lead to Rome? Evaluating Value Elicitation Methods.” *Society for Consumer Psychology*, San Juan, PR

Wang, Liman\*, Randy Y. Gao, Minah H. Jung, Iris W. Hung, & Leif D. Nelson (November, 2022), “Validating a New Tool for Social Scientists to Collect Data.” Poster presented at *Society for Judgment and Decision Making Conference*, San Diego, CA

Wang, Liman, Randy Y. Gao, Minah H. Jung, Iris W. Hung, & Leif D. Nelson\* (November, 2022), “Validating a New Tool for Social Scientists to Collect Data.” *Berkeley Initiative for Behavioral Science*, Berkeley, CA

Gao, Randy Y. \*, Simon Huang, & Minah H. Jung (October 2022), “All Roads Lead to Rome? Evaluating Value Elicitation Methods.” *Association for Consumer Research*, Denver, CO

Gao, Randy Y. \*, Joshua Lewis, & Lucius Caviola (October 2022), “When Reducing Risk Feels Risky.” *Association for Consumer Research*, Denver, CO

Gao, Randy Y., Minah H. Jung\*, & Leif D. Nelson (June 2022), “Predicting Intervention Effects.” *Behavioral Insights into Business for Social Good*, Vancouver, CA

Gao, Randy Y. \*, Joshua Lewis, & Minah H. Jung (March 2022), “Subscription Trials Offered at a Small Price are More Attractive Than Free Trials.” *Society for Consumer Psychology*, Virtual

- **Winner of Best Talk Award for the JDM II Track at SCP 2022**

Gao, Randy Y. \*, Minah H. Jung, & Leif D. Nelson (October 2021), “Predicting the Effects of Prosocial Nudges.” *Association for Consumer Research*, Virtual

Gao, Randy Y. \* & Minah H. Jung (October 2020), “Risk Aversion or Profit Seeking? Explaining the Uncertainty Effect.” *Association for Consumer Research*, Virtual

Gao, Randy Y. \* & Minah H. Jung (March 2020), “Risk Aversion or Profit Seeking? Explaining the Uncertainty Effect.” *Society for Consumer Psychology*, Huntington Beach, CA

Gao, Randy Y. \* & Minah H. Jung (November 2019), “Paying an Unfair Price for a Fair Prize: Profit-Seeking as an Explanation for the Uncertainty Effect.” Poster presented at *Society for Judgment and Decision Making*, Montreal, CA

## **CHAired SYMPOSIA**

---

“Measurement and Sampling Issues in Consumer Research” (October 2023), *Association for Consumer Research*, Seattle, WA

“Consumers’ Preferences and Their Inferences about Preferences Under Uncertainty” (October 2020), *Association for Consumer Research*, Virtual

“Boon or Bane? The Utility and Disutility of Uncertainty” (March 2020), *Society for Consumer Psychology*, Huntington Beach, CA

## **HONORS AND GRANTS**

---

AMA Marketing Strategy Consortium, 2024, Student Representative for NYU Stern

Robert Shoemaker Award, NYU Stern, 2023

SJDM J. Frank Yates Memorial Scholarship, 2023

Best Talk Award for the JDM II Track at SCP 2022

Outstanding Teaching Award, NYU Stern, Summer 2021

Berkeley Haas Culture Initiative Research Grant (\$7,500; with Liman Wang & Leif Nelson)

Henry Assael Ph.D. Student-Faculty Joint Research Grant (\$3,000; with Minah Jung)

NYU Stern Center for Sustainable Business Research Grant (\$7,000; with Tom Meyvis)

NYU Stern Center for Global Economy and Business Grant (\$1,000; with Minah Jung) \* 3

NYU Stern Center for Global Economy and Business Grant (\$2,000; with Joshua Lewis)

University of Chicago Scholarship, 2016–2017

## **TEACHING**

---

Introduction to Marketing, Undergraduate, Summer 2021, NYU Stern (Virtual; 40 students)

Instructor Evaluation: 4.8/5.0

Outstanding Teaching Award, NYU Stern

Marketing, Executive MBA, Fall 2023, NYU Stern (Teaching Fellow for Prof. Minah Jung)

## PROFESSIONAL SERVICE

---

### *Service to the School*

Subject Pool Coordinator, NYU Stern Marketing Behavioral Lab, 2018–2024

Research Assistant Coordinator, NYU Stern Marketing Behavioral Lab, 2018–2021

### *Research Assistant Mentorship*

Yao Li, undergraduate student at NYU

Simon Huang, Ph.D. student in behavioral marketing at Stanford

Emma Gu, Ph.D. student in behavioral marketing at UCSD

Roy Qingyang Wang, Ph.D. student in behavioral marketing at UCLA

### *Conference Reviewer*

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

European Association for Consumer Research (EACR)

### *Professional Affiliations*

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)