

# Curriculum Vitae

J. Neil Bearden

## Business Address:

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## Degrees

Ph.D., Cognitive (Mathematical) Psychology, The University of North Carolina at Chapel Hill, 2003

M.A., Cognitive Psychology, The University of North Carolina at Chapel Hill, 2002

B.A., Psychology, Southeastern Louisiana University, 1997

## Additional Education

IFREEs Visiting Graduate Student Workshop in Experimental Economics, George Mason University, Washington, D.C., 2003

Winter School on Complex Systems, Institut des Systèmes Complexes, École Normale Supérieure de Lyon, Lyon, France, 2002

Complex Systems Summer School, Santa Fe Institute, Santa Fe, NM, 2001

Institute on Bounded Rationality in Psychology and Economics, Max Planck Institute for Human Development, Berlin, Germany, 2001

## Research Interests

Behavioral Operations Research; Behavioral Decision Theory; Dynamic Pricing and Revenue Management

## Experience

Assistant Professor of Decision Sciences, INSEAD, Singapore, 2007–

Assistant Research Professor, Department of Management and Organizations, Eller College of Management, University of Arizona, 2006–

Visiting Professor of Decision Sciences, INSEAD, Fontainebleau, France, 2006-2007

Postdoctoral Fellow, Duke University, 2005-2006

Postdoctoral Research Associate, Eller College of Management & Department of Systems and Industrial Engineering, University of Arizona, 2003-2005

Faculty Research Assistant, Department of Psychology, The University of Maryland at College Park, 2000-2001

Teaching Fellow, Department of Psychology, The University of North Carolina at Chapel Hill, 1997-2000, 2001-2003

**Journal Articles**

- Bearden, J. N., Rapoport, A., & Murphy, R. O. (in press). Decision biases in revenue management: Some laboratory evidence. *Manufacturing & Service Operations Management*.
- Bearden, J. N., Wallsten, T. S., & Fox, C. (2007). Contrasting stochastic and support theory accounts of subadditivity. *Journal of Mathematical Psychology*, *51*, 229–241.
- Bearden, J. N. & Connolly, T. (2007). Multi-attribute sequential search. *Organizational Behavior & Human Decision Processes*, *103*, 147–158.
- Smith, J. C., Lim, C., & Bearden, J. N. (2007). On the multi-attribute stopping problem with general value functions. *Operations Research Letters*, *35*, 324–330.
- Bayen, U. J., Erdfelder, E., Bearden, J. N., & Lozito, J. P. (2006). The interplay of memory and judgment processes in effects of aging on hindsight bias. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, *32*, 1003–1018.
- Bearden, J. N., Rapoport, A., & Murphy, R. O. (2006). Sequential observation and selection with rank-dependent payoffs: An experimental test. *Management Science*, *52*, 1437–1449.
- Bearden, J. N., Rapoport, A., & Murphy, R. O. (2006). Sequential selection and assignment: An experimental study. *Journal of Behavioral Decision Making*, *19*, 229–250.
- Lim, C., Bearden, J. N., & Smith, C. (2006). Sequential search with multi-attribute options. *Decision Analysis*, *3*, 3-15.
- Bearden, J. N. (2006). A new secretary problem with rank-based selection and cardinal payoffs. *Journal of Mathematical Psychology*, *50*, 58-59.
- Bearden, J. N., Murphy, R. O., & Rapoport, A. (2005). A multi-attribute extension of the secretary problem: Theory and experiments. *Journal of Mathematical Psychology*, *49*, 410-425.
- Rapoport, A., & Bearden, J. N. (2005). Strategic behavior in monkeys. *Trends in Cognitive Sciences*, *9*, 213-215.
- Bearden, J. N., & Wallsten, T. S. (2004). MINERVA-DM and subadditive frequency judgments. *Journal of Behavioral Decision Making*, *17*, 349-363.
- Bearden, J. N. (2001). The evolution of inefficiency in a simulated stag hunt. *Behavior Research Methods, Instruments & Computers*, *33*, 124-129.
- McAllister, H. A., Bearden, J. N., Kohlmaier, J. R., & Warner, M. D. (1997). Computerized mug books: Does adding multi-media help? *Journal of Applied Psychology*, *82*, 688-698.

**Book Chapters**

- Bearden, J. N. & Connolly, T. (in press). On optimal satisficing: How simple policies can achieve excellent results. In Kugler, T., Smith J. C., Connolly, T., and Son, Y. J. (Eds.). *Decision Modeling in Uncertain and Complex Environments*. Springer: New York.
- Bearden, J. N., & Murphy, R. O. (2007). On generalized secretary problems. In M. Abdellaoui, R.D. Luce, M. J. Machina and B. Munier (Eds.), *Uncertainty and Risk — Mental, Formal and Experimental Representations*. Springer: New York.
- Bearden, J. N., & Rapoport, A. (2005). Operations research in experimental psychology. In J. C. Smith (Ed.), *Tutorials in Operations Research: Emerging Theory, Methods, and Applications*, 213-236. INFORMS: Hanover, MD.

Bearden, J. N., Rapoport, A., & Seale, D. A. (2005). Entry times in queues with endogenous arrivals: Dynamics of play on the individual and aggregate levels. In R. Zwick and A. Rapoport (Eds.), *Experimental Business Research Volume II*, 201-221. Springer: Dordrecht, Holland.

#### Articles Under Review

Becker, W., Bearden, J. N. & Rapoport, A. Perishable asset dynamic pricing in the laboratory. *Management Science*.

#### Work in Progress

Bearden, J. N. The statistical mechanics of belief.

Tang, W., Tsetlin, I., & Bearden, J. N. Optimal deadlines for job offers.

Bearden, J. N., Otsubo, H., & Rapoport, A. Strategic timing of purchases: The inverse pricing problem.

Bearden, J. N., Rapoport, A., & Katok, E. The Fontainebleau hot dog stands: Examining competitive newsvendors.

Bearden, J. N., Murphy, R. O., & Rapoport, A. On applying optimally (to jobs and colleges).

Bearden, J. N., Rapoport, A., & Reynolds, S. Competitive dynamic pricing in the laboratory.

Bearden, J. N., Connolly, T., & Murphy, R. O. The party search problem.

Al Jalahema, R., Bearden, J. N., & Murphy, R.O. The good, the bad, and the ugly: Truels in the laboratory.

#### Selected Conference Presentations

Bearden, J. N., Connolly, T., & Murphy, R. O. Searching for the party. 2007 Meeting of the Society for Mathematical Psychology, Irvine, CA. [Special Symposium on Complex Decision Making]

Murphy, R. O., Bearden, J. N., & Rapoport. Portfolio selection with binary alternatives. 2007 Meeting of the Society for Mathematical Psychology, Irvine, CA. [Special Symposium on Complex Decision Making]

Bearden, J. N. (2006). Behavioral operations research. 2006 INFORMS Annual Meeting, Pittsburgh, PA.

Bearden, J. N., Murphy, R. O., & Rapoport, A. (2006). Decision biases in revenue management. 2006 INFORMS Annual Meeting, Pittsburgh, PA.

Bearden, J. N. (2006). Decision biases in revenue management. 2006 Economic Science Association North American Regional Meeting, Tucson, AZ.

Bearden, J. N. (2006). Roundtable on dynamic decision making. [invited participant] FUR-XII (12th International Conference on the Foundations & Applications of Utility, Risk and Decision Theory), Rome, Italy.

Bearden, J. N., & Rapoport, A. (2006). Experimental operations research. Behavioral Decision Research in Management Conference, Santa Monica, CA.

Bearden, J. N., & Rapoport, A. (2006). Behavioral operations research. [invited participant] Behavioral Research in Operations and Supply Chain Management, Penn State University, State College, PA.

Bearden, J. N., Schulz-Mahlendorf, W., & Huettel, S. (2006). The neuroeconomics of poker. Meeting of the Cognitive Neuroscience Society, San Francisco, CA.

- Bearden, J. N. & Rapoport, A. (2005). Empirical versus optimal decision making in sequential search problems. [invited 90 min talk] 2005 INFORMS Annual Meeting, San Francisco, CA.
- Ordóñez, L. D., Benson, L., Bearden, J. N., & Murphy, R. O. (2005). It's about time: A theory of time pressure. SPUDM20 (Biennial Conference on Subjective Probability, Utility and Decision Making sponsored by the European Association for Decision Making (EADM)), Stockholm, Sweden.
- Bearden, J. N., Rapoport, A., & Murphy, R. O. (2004). Sequential assignment with rank-dependent payoffs. 2004 Economic Science Association North American Regional Meeting, Tucson, AZ.
- Bearden, J. N., & Murphy, R. O. (2004). The evolution of the weighting function. FUR-XI (11th International Conference on the Foundations & Applications of Utility, Risk and Decision Theory), Paris, France.
- Bearden, J. N., Rapoport, A., & Murphy, R. O. (2004). Sequential search with general rank-dependent payoffs. FUR-XI (11th International Conference on the Foundations & Applications of Utility, Risk and Decision Theory), Paris, France.
- Bearden, J. N., Rapoport, A., & Murphy, R. O. (2004). The generalized secretary problem: An experimental study. SABE/IAREP 2004 Conference, Philadelphia, PA.
- Murphy, R. O., Rapoport, A., & Bearden, J. N. (2004). Credible signaling as a mechanism for maintaining cooperation: Evidence from real-time trust dilemmas. SABE/IAREP 2004 Conference, Philadelphia, PA.
- Bearden, J. N., Wallsten, T. S., & Fox, C. (2002). The role of random error in producing subadditive judgments. Annual Psychonomic Society Meeting, Kansas City, MO.
- Bearden, J. N. (2001). Ecological constraints on the development of social conventions. SPUDM18 (Biennial Conference on Subjective Probability, Utility and Decision Making sponsored by the European Association for Decision Making (EADM)), Amsterdam, Netherlands.
- Bearden, J. N. (2000). Using genetic algorithms to evolve adaptive strategies for matrix games. 2000 Meeting of the Society for Computers in Psychology (SciP), New Orleans, LA.
- Bearden, J. N. (2000). Evolving Q-Learning strategies for the iterated prisoner's dilemma. Annual Meeting of the Society For Judgment and Decision Making, New Orleans, LA.
- Bearden, J. N., Wallsten, T. S., Fox, C., Gu, H., & Wu, G. (1999). Contrasting stochastic and support theory explanations of subadditivity. Annual Meeting of the Society For Judgment and Decision Making, Los Angeles, CA.
- Bearden, J. N. (1999). Similarity and subadditive frequency judgments: A multiple-trace model. SPUDM17 (Biennial Conference on Subjective Probability, Utility and Decision Making sponsored by the European Association for Decision Making (EADM)), Mannheim, Germany.

#### Invited Talks

- Bearden, J. N. (2006/2007). Behavioral operations research.
- Rady School of Business, UC-SD
  - Department of Industrial, Welding, and Systems Engineering, Ohio State University
  - Department of Mechanical and Industrial Engineering, University of Massachusetts–Amherst.
  - Department of Systems and Industrial Engineering, University of Arizona.
- Bearden, J. N. (2006). An experimental economics approach to poker (Or: Why I am an Academic).

- The Center for Decision Sciences, Columbia University
- INSEAD, Fontainebleau, France

Bearden, J. N. (2005). Optimal and empirical sequential search.

- Decision Sciences Group, Fuqua School of Business, Duke University
- Psychology Department, The University of North Carolina at Chapel Hill

Bearden, J. N. (2005). Generalized secretary problems.

- INSEAD, Fontainebleau, France
- Duke University, Durham, NC
- Ohio University, Athens, OH

Bearden, J. N. (2005). Multi-attribute sequential search. Max Planck Institute for Human Development, Berlin, Germany

Bearden, J. N. (2000). A simple model of frequency judgment. Cognitive Psychology Research Seminar, Department of Psychology, University of Maryland at College Park.

#### **Editorial Work**

Guest Editor, *Journal of Mathematical Psychology*, Special Issue on Markov Decision Processes

Referee: *Decision Analysis, Management Science, Journal of Experimental Psychology: Learning, Memory, and Cognition; Psychological Science; Memory & Cognition; Games and Economic Behavior; Organizational Behavior and Human Decision Processes; Perception & Psychophysics, Manufacturing & Service Operations Management; Experimental Psychology; Journal of Problem Solving; Psychological Assessment; Journal of Economic Psychology; Omega – The International Journal of Management Science*; Air Force Office of Scientific Research (AFOSR)

#### **Teaching Experience**

Instructor, Management Decision Making, INSEAD

Instructor, Data, Judgment and Uncertainty (core MBA course), INSEAD

Instructor, Introductory Statistical Methods for Psychologists

Instructor, Experimental Research Methods for Psychologists

Teaching Assistant, Introduction to Cognitive Psychology

Graduate Assistant, Introduction to Cognitive Science

#### **Memberships**

Society for Judgment and Decision Making; Society for Mathematical Psychology; INFORMS

**References**

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