

Tamar Krishnamurti

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CURRENT EMPLOYMENT

Tepper School of Business
Carnegie Mellon University
Smart Grid Investment Grant
Research Director • Postdoctoral Fellow June 2010 - present

EDUCATION

- Ph.D. Behavioral Decision Research, Carnegie Mellon University, January 2010
Thesis: *Sexual Liking and Sexual Wanting: Scale development and patterns over the lifespan*
- M.S. Behavioral Decision Research, Carnegie Mellon University, May 2006
Thesis: *The Impact of OTC Availability of Plan B on Teen's Contraceptive Decision Making*
- B.S. Biological Anthropology, Carnegie Mellon University, May 2003
Summa Cum Laude, Science and Humanities Scholar

ADDITIONAL TRAINING

- Summer Institute in Informed Patient Choice, Dartmouth, Fellow 2007
- General Course, The London School of Economics and Political Science 2001 - 2002

RESEARCH INTERESTS

Basic, applied, and field research methodology, risk perception and communication, energy consumer behavior, sexual and reproductive health behavior, adolescent judgment and decision making, alcohol intoxication and judgment

PUBLICATIONS

Krishnamurti, T., & Loewenstein, G. (in press.) Sexual Liking and Sexual Wanting Scales: Psychometric Properties. *Archives of Sexual Behavior*.

Krishnamurti, T. Schwartz, D., Davis, A., Fischhoff, B., Bruine de Bruin, W., Lave, L., & Wang, J. (2012). Preparing for smart grid technologies: A behavioral decision research approach to understanding consumer expectations about smart meters. *Energy Policy*, 41, 790-797.

Krishnamurti, T. (2011, March 17). The Politicized Light Bulb: Cost and impact. *New York Times Opinion Pages*. <http://www.nytimes.com/roomfordebate/2011/03/17/the-politicized-light-bulb>

Krishnamurti, T., Eggers, S.L., & Fischhoff, B. (2008). The Impact of OTC Availability of Plan B on Teens' Contraceptive Decision Making. *Social Science and Medicine*, 67, 618-627.

Eastwick, P., Finkel, E., **Krishnamurti, T., & Loewenstein, G. (2008).** Mispredicting Distress Following Breakup: Revealing the Time Course of the Affective Forecasting Error. *Journal of Experimental Social Psychology*, 44, 800-807.

MANUSCRIPTS UNDER REVIEW

Morewedge, C. K., **Krishnamurti, T., & Ariely, D.** Focused on Unfairness: Alcohol Myopia Increases the Costly Rejection of Inequitable Rewards.

MANUSCRIPTS IN PROGRESS

Davis, A., **Krishnamurti, T., Fischhoff, B., & Bruine de Bruin, W. (2011).** Setting a standard for energy pilot studies: Meta-analysis and guidelines for design representation and evaluation, *Carnegie Mellon University*.

Krishnamurti, T. & Downs, J. (2010). Drunken (lack of) regret: the missing motivational step with alcohol myopia, *Carnegie Mellon University*.

SELECTED WORKS IN PROGRESS

Behavioral economic analysis of conditional cash transfers in a substance abuse treatment setting
(with Kimberly Ling and Steven Shoptaw)

The impact of sexual frequency on physical and mental health: an experimental approach
(with George Loewenstein)

SELECTED AWARDS AND FELLOWSHIPS

Doctoral Dissertation Improvement Grant (\$25,094), The National Science Foundation	2008 - 2009
Co-Investigator: Julie Downs	
Graduate Research Fellowship (approx. \$121,500), The National Science Foundation	2006 - 2009
Research Grant, Pennsylvania Dept of Health, (\$38,150)	2008
Co-Investigator: George Loewenstein	
Graduate Small Project Help Grant (2 each for \$500), Carnegie Mellon University	2008; 2005
Small Grant (2 totaling \$4,450), Center for Behavioral Decision Research	2007

PRESENTATIONS AT PEER REVIEWED SCIENTIFIC MEETINGS

New Trends in Management Science and Economics workshop. *Methodological approaches to understand energy usage behavior: A Field Experiment*. Santiago, Chile. Paper presentation, December 2011.

Society for Judgment and Decision Making. *Immediate rewards improve outcomes for methamphetamine addiction: A behavioral economic analysis of a contingency management treatment program*. Seattle, WA. paper presentation, November 2011.

The College on Problems of Drug Dependence. *Immediate rewards improve outcomes for methamphetamine addiction: A behavioral economic analysis of a contingency management treatment program*. Hollywood, Florida. paper presentation, June 2011.

Industry Studies Association, *Behavioral Principles for Demand Response Programs: Preparing for Smart Grid Technologies: Mental Models of Lay Conceptions and Expectations*. Pittsburgh, PA. paper presentation, June 2011.

Industry Studies Association, *Setting a Standard for Energy Pilot Studies: Guidelines for Design Representation and Evaluation*. Pittsburgh, PA. paper presentation, June 2011.

Society for Judgment and Decision Making. *Deciding Under the Influence: the Impact of Intoxication on Ultimatum Game Behavior*. Chicago, IL. poster presentation, November 2008.

Society for Judgment and Decision Making. *Dating under the influence: the role of cognitive vs. hedonic judgments in risky behavior*. Chicago, IL. poster presentation, November 2008.

Behavioral Decision Research in Management. *Deciding Under the Influence: the Impact of Intoxication on Ultimatum Game Behavior*. San Diego, CA. poster presentation, April 2008.

Society for Personality and Social Psychology. *How good does infidelity feel: A survey of desire and satisfaction with primary and secondary partners*. Albuquerque, NM. poster presentation, February 2008.

Society for Personality and Social Psychology (Judgment and Decision Making Preconference). *Deciding Under the Influence: the Impact of Intoxication on Ultimatum Game Behavior*. Albuquerque, NM. poster presentation, February 2008.

Society for Judgment and Decision Making. *Beauty and folly: a study of risk and benefit perceptions in online dating profiles*. Long Beach, CA. poster presentation, November 2007.

INFORMS Annual Meeting. *A Framework for Regulatory Decision Making: Examining the Impact of OTC Emergency Contraception*, paper presentation Pittsburgh, PA. November 2007

Society for Medical Decision Making. *Over-the-counter availability of Plan B on Teens Contraceptive Decision Making*. Pittsburgh, PA. poster presentation, October 2007.

Society for Personality and Social Psychology (Judgment and Decision Making Pre-conference). *Understanding the Process: a study of adolescent choices about Plan B*. Palm Springs, CA. poster presentation, January 2006.

Society for Judgment and Decision Making. *Understanding the Process: a study of adolescent choices about Plan B*. Toronto, ON. poster presentation, November 2005.

TEACHING AND ADVISING

Teaching Assistant

Organizational Behavior, Carnegie Mellon University	2006
Research Methods in Cognitive Psychology, Carnegie Mellon University	2006
Behavioral Decision Making, Carnegie Mellon University	2005
Reason, Passion, and Social Cognition, Carnegie Mellon University	2005
Policy Analysis I, Carnegie Mellon University	2004

Advising

Undergraduate research supervisor, Carnegie Mellon University

2004 - 2010

Teaching Materials Development

Krishnamurti, T. & Cryder, C. E. (2007) Test bank for *Judgment in Managerial Decision Making* (6th Ed.). New York: Wiley.

ADDITIONAL RELEVANT EXPERIENCE

Decision Partners, LLC • Research Scientist

2010

Planned Parenthood of Western Pennsylvania • External Program Evaluator

2007 - 2009

PROFESSIONAL SERVICE

Ad hoc reviewer for *Social Science and Medicine*

PROFESSIONAL AFFILIATIONS

Industry Studies Association

Society for Judgment and Decision Making

Society for Medical Decision Making

Society of Personality and Social Psychology

SELECTED PRESS COVERAGE

Which comes first: sex or happiness, *Pittsburgh Post-Gazette*, May 23, 2010.

Ninth Annual Year in Ideas, Drunken ultimatums, *New York Times Magazine*, December 13, 2009.

Splitsville: from break-up to wake-up, *Psychology Today*, November 1, 2007.