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## Curriculum Vita

**Lisa Dianne Ordóñez**

### **School Address:**

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Eller College of Management  
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### **Education**

1994	Ph.D.	Quantitative Psychology, University of California at Berkeley
1992	M.S.	Marketing, University of California at Berkeley, School of Business Administration
1988	B.A.	Psychology, University of California at Berkeley, Highest Honors in General Scholarship

### **Professional Experience**

2007-present	Full Professor Levine Family Faculty Fellow Management and Organizations, Eller College of Management, University of Arizona with joint appointments in Marketing and Psychology
2000-2007	Associate Professor with Tenure, Management and Organizations, Eller College of Management, University of Arizona
1994-2000	Assistant Professor, Management and Organizations, Eller College of Management, University of Arizona
1989-94	Research and Teaching Assistant, Department of Psychology, University of California at Berkeley

### **Honors, Fellowships, and Grants**

- National Science Foundation, Decision Risk and Management Science, Kugler (PI), Ordóñez (Co-PI), & Connolly (Co-PI), "Emotions and Decision Making," 2008-10. (\$322,000).
- Levine Family Faculty Fellow, 2000-present (\$10,000 per year).
- Tom Moses Award for outstanding Student Organization Advisor for the Eller College, Spring 2005
- Eller MBA Faculty Leadership Award, Spring 2005

- Best Instructor in the Undergraduate Cohort, Spring 2002
- L. Ordóñez, Principal Investigator, University of Arizona, BPA Summer Salary, 1996-2005 (\$11,000-15,000)
- S. Thatcher, L. Zhao, & L. Ordóñez, University of Arizona, E-Commerce Grant, 2002-2003 (\$15,000).
- L. Ordóñez, Principal Investigator, National Science Foundation, 1999-2000 (\$69,636).
- Rapoport, L. Ordóñez, & L. Benson, Co-principal Investigators, from University of Arizona, New Learning Environments & Instructional Technology Grants Program, 1997 (\$22,000).
- L. Ordóñez, Principal Investigator, University of Arizona, Small Grants Program, 1996. (\$3,500)
- University of California Affirmative Action Dissertation-Year Fellowship, 1993-1994.
- Ford Foundation Dissertation Fellowship for Minorities, 1992-1993.
- Ford Foundation Predoctoral Fellowship for Minorities, 1989-1992.
- National Science Foundation, Human Cognition and Perception (Predoctoral Research Grant), 1990-1992.

### **Professional Membership**

Academy of Management

American Psychological Society

Arizona Association of Chicanos for Higher Education

Judgment and Decision Making Society

Phi Beta Kappa

Society for the Advancement of Chicanos and Native Americans in Science

### **Professional Service**

- Editorial Board Member:

*Journal of Behavioral Decision Making*

*Journal of Management*

*Judgment and Decision Making*

*Organizational Behavior and Human Decision Processes*

- Ad Hoc Reviewer for:

*Acta Psychologica*

*Journal of Behavioral Decision Making*

*Journal of Consumer Research*

*Journal of Economic Psychology*

*Group Decision and Negotiation*

*Organizational Behavior and Human Decision Processes*

*Management Science*

*Mathematical Psychology*

*Medical Decision Making*

*National Science Foundation (ad hoc reviewer and panelist)*

*Personality and Social Psychology Bulletin*  
*Psychological Science*  
*Risk Analysis*  
*Risk and Decision Policy*

- Member of the program committee for BDRM 2006, Los Angeles
- Executive Committee Member for the Society of Judgment and Decision Making, 2003-2005
- Member of the organizing committee for SPUDM 2005, Sweden
- NIH Panelist May 2004 for the Cognition and Perception Study Group
- NSF Panelist September 2000 for IGERT program
- Co-organizer for Behavioral Decision Research in Management, May 2000

### **Published Dissertation Thesis**

Ordóñez, L. D. (1995). Expectations in consumer decision making: A model of reference price formation. *Dissertation Abstracts International: Section B: the Sciences & Engineering*, 56 (5-B), 2911.

### **Invited Article**

Ordóñez, L. D., Schweitzer, M. E., Galinsky, A. D., & Bazerman, M. H. (2009). Goals Gone Wild: The Systematic Side Effects of Overprescribing Goal Setting, *Academy of Management Perspectives*, 23(1), 6-16.

Ordóñez, L. D., Schweitzer, M. E., Galinsky, A. D., & Bazerman, M. H. (in press). On Good Scholarship, Goal Setting, and Scholars Gone Wild, *Academy of Management Perspectives*.

### **Refereed Articles**

Schweitzer, M., Ordóñez, L. D., & Douma, B. (2004). The Dark Side of Goal Setting: The Role of Goals in Motivating Unethical Behavior. *The Academy of Management Journal*, 47, 422-432.

Cherry, B., Ordóñez, L. D., & Gilliland, S. (2003). Grade Expectations: The effects of expectations on fairness and satisfaction perceptions of grades. *Journal of Behavioral Decision Making*, 16, 375-395.

Rapoport, A., Seale, D. A., & Ordóñez, L. D. (2002). Tacit coordination in choice between certain outcomes and endogenously determined lotteries. *Journal of Risk and Uncertainty*, 25, 21-45.

Ordóñez, L. D., Connolly, T., & Coughlan, R. (2000). Multiple reference points in pay satisfaction assessment. *Journal of Behavioral Decision Making*, 13, 329-344.

Ordóñez, L. D., & Connolly, T. (2000). Regret and responsibility: A reply to Zeelenberg et al. *Organizational Behavior and Human Decision Processes*, 81, 132-142.

Ordóñez, L. D., Benson, L., & Beach, L. R. (1999). Testing the compatibility test: How instructions, accountability, and anticipated regret affect prechoice screening of options, *Organizational Behavior and Human Decision Processes*, 78, 63-80.

- Ordóñez, L. D. (1998). The effect of correlation between price and quality on consumer choice. *Organizational Behavior and Human Decision Processes*, 75, 258-273.
- Ordóñez, L. D. & Benson III, L. (1997). Decisions under time pressure: How time constraints affect risky decision making strategies. *Organizational Behavior and Human Decision Processes*, 71, 121-140.
- Connolly, T., Ordóñez, L., & Coughlan, R. D. (1997). Regret and Responsibility in the Evaluation of Decision Outcomes. *Organizational Behavior and Human Decision Processes*, 70, 73-85.
- Ordóñez, L. D., Mellers, B. A., Chang, S., & Roberts, J. (1995). Are preference reversals reduced when made explicit? *Journal of Behavioral Decision Making*, 8, 265-278.
- Mitchell, G., Tetlock, P., Mellers, B. A., & Ordóñez, L. D. (1993). Judgments of social justice: Compromise between equality and efficiency. *Journal of Personality and Social Psychology*, 65, 629-639.
- Mellers, B. A., Ordóñez, L. D., & Birnbaum, M. H. (1992). A change-of-process theory for contextual effects and preference reversals in risky decision making. *Organizational Behavior and Human Decision Processes*, 52, 319-330.
- Mellers, B. A., Chang, S., Birnbaum, M. H., & Ordóñez, L. D. (1992). Preferences, prices, and ratings in risky decision making. *Journal of Experimental Psychology: Human Processes and Performance*, 18, 347-361.

## Chapters

- Connolly, T., & Ordóñez, L. D. (2003). Judgment and decision making. In W.C Borman., D. R. Ilgen, & R. J. Klimoski (Eds): *Comprehensive Handbook of Psychology, Volume 12: Industrial and Organizational Psychology*. New York: John Wiley.
- Mellers, B. A., Weber, E. U., Ordóñez, L. D., & Cooke, A. D. J. (1995). Utility invariance despite labile preferences. In J. R. Busemeyer, R. Hastie, & D. L. Medin (Eds.), *Psychology of Learning and Motivation: Vol. 32. Decision Making from the Perspective of Cognitive Psychology*.
- Ordóñez, L. D., & Mellers, B. A. (1993). Tradeoffs in fairness and preference judgments. In B. A. Mellers and J. Baron (Eds.), *Psychological Perspectives on Justice: Theory and Applications*. New York: Cambridge University Press.

## **Proceedings**

Schweitzer, M., Ordóñez, L. D., & Douma, B (2002). The Dark Side of Goal Setting: The Role of Goals in Motivating Unethical Behavior, The Best Paper Proceedings of the Academy of Management Conference, Denver, Co.

## **Papers under Review**

Kugler, T, Ordóñez, L. D., & Connolly, T. (under review). Emotion, decision and risk: Betting on gambles vs. betting on people.

Janakiraman, N., & Ordóñez, L. D. (working on new draft to respond to a revise and resubmit request at Journal of Marketing). The Effect of Stricter Retail Deadlines on Consumer Product Returns.

## **Work in Progress**

The impact of discrete emotions on trust, with T. Kugler, T. Connolly, & A. Davis

Do minority managers get fewer breaks than white managers?: Evidence from the NFL, with M. Unzueta

A test of goal setting theory with an archival data set from NFL running plays, with M. Schweitzer

Group decision making and regret, with J. Irwin, B. Douma, and L. Paddock.

## **Invited addresses**

Ordóñez, L. D. (2009). Incidental Emotions and Decision Making. University of British Columbia.

Ordóñez, L. D. (2008). Incidental Emotions and Risk: Somewhere in between fear and anger, there is happiness! UCLA Anderson School of Business.

Ordóñez, L. D. (2006). "Fourth Down and Goal to Go": The Role of Goals in Motivating Running Plays in Professional Football. University of Texas, El Paso.

Ordóñez, L. D. (2003). Reference Point Effects in Satisfaction and Fairness Judgments. University of Pennsylvania, Wharton College, Philadelphia, PA.

Ordóñez, L. D., Connolly, T., & Coughlan, R. (1999). Multiple reference points in satisfaction and fairness assessment. Duke University, College of Business, Durham, NC.

Ordóñez, L. D., Connolly, T., & Coughlan, R. (1999). Multiple reference points in satisfaction and fairness assessment. The Ohio State University, Psychology Department, Columbus, OH.

## Professional Presentations

- Kugler, T, Ordóñez, L., & Connolly (2008). The Role of Incidental Emotions in Decision Making Under Risk. Society of Judgment and Decision Making conference. Chicago, IL.
- Janakiramin, N., & Ordóñez, L. (2007). Stricter Return Policies: The Effect of Time to Return an Item on Product Returns. Society of Consumer Psychology. Memphis, TN.
- Schweitzer, M, & Ordóñez, L. D. (2005). Unsportsmanlike Conduct: The Role of Goals in Motivating Penalties and Injuries in Professional Football. Academy of Management Meeting. Hawaii.
- Ordóñez, L. D., Benson, L., Bearden, J. N., & Murphy, R. (2004). It's about time!: A Comparison of Three Models of Time Pressure. The 4th Tucson Interdisciplinary Workshop on Decision Making. Tucson, AZ.
- Schweitzer, M., Ordóñez, L. D., & Douma, B. (2002). The Dark Side of Goal Setting: The Role of Goals in Motivating Unethical Behavior. Academy of Management Meeting. Denver, Co.
- Ordóñez, L. D., Douma, B., & Irwin, J. (2001). Passing the Buck: Individuals, Groups, and the Strength of Regret. Subjective Probability, Utility, and Decision Making Conference. Amsterdam, The Netherlands.
- Ordóñez, L. D., Schweitzer, M., & Douma, B. (2000). The Dark Side of Goal Setting: The Role of Goals in Motivating Unethical Behavior. Society for Judgment and Decision Making. New Orleans, LA.
- Douma, B., Ordóñez, L. D., & Irwin, J. (2000). Passing the Buck: Individuals, Groups, and the Strength of Regret. Society for Judgment and Decision Making. New Orleans, LA.
- Schweitzer, M., Ordóñez, L. D., & Douma, B. (2000). The Dark Side of Goal Setting: The Role of Goals in Motivating Unethical Behavior. Behaviora Decision Research in Management Conference, Tucson, AZ.
- Ordóñez, L. D., Benson, L., & Beach, L. R. (1999) Testing the compatibility test: How instructions, accountability, and anticipated regret affect prechoice screening of options, Subjective Probability, Utility, and Decision Making (SPUDM), Hamburg, Germany.
- Ordóñez, L. D., Connolly, T., & Coughlan, R. (1998). Multiple reference points in pay satisfaction assessment. Academy of Management Meetings, San Diego, CA.
- Benson, L., Ordóñez, L. D., Thompson, V., & Gutek, B. A. (1998). Using realistic stimulus materials to study sexual harassment decisions: Some expected and unexpected outcomes. Academy of Management Meetings, San Diego, CA.
- Ordóñez, L. D., Connolly, T., & Coughlan, R. (1998). Multiple reference points in pay satisfaction assessment. Behavioral Decision Research in Management, Miami, FL.
- Cherry, B., Ordóñez, L.D., Gilliland, S. W. (1998). The effects of expectation on fairness and satisfaction perceptions. Behavioral Decision Research in Management, Miami, FL.
- Connolly, T., Ordóñez, L. D., & Coughlan, R. (1996). Regret and responsibility in the evaluation of decision outcomes. Judgment and Decision Making Society Meetings, Chicago, IL.

- Cherry, B., Ordóñez, L.D., Heckler, S., & Sheppard, B. (1996). Visual positioning and the relationship to consumer decision making. Judgment and Decision Making Society Meetings, Chicago, IL.
- Benson, L. III, & Ordóñez, L. D. (1995). Decision making under fire: How time constraints affect decision making strategies. Subjective Probability, Utility, and Decision Making (SPUDM), Jerusalem, Israel.
- Ordóñez, L. D. (1994). Expectations in consumer decision making: A model of reference price formation. Behavioral Decision Research in Management, Boston.
- Ordóñez, L. D. (1993) An empirical investigation of the reference price concept. The Judgment and Decision Making Society Meetings, Washington, DC
- Ordóñez, L. D., Weber, E., Mellers, B. A. (1993). The dating game. Bayesian Research Conference, Los Angeles.
- Ordóñez, L. D., & Mellers, B. A. (1991). Equality-efficiency tradeoffs in fairness and preference judgments. The Judgment and Decision Making Society Meetings, San Francisco.
- Mellers, B. A., & Ordóñez, L. D. (1991) A foolish consistency is the hobgoblin of little minds. The Psychonomic Society Meetings, San Francisco.
- Ordóñez, L. D., & Mellers, B. A. (1991). A foolish consistency is the hobgoblin of little minds. Bayesian Research Conference, Los Angeles.

## **Research Interests**

- Judgment and Decision Making with Applications to Management and Consumer Behavior
- Regret and Other Emotions and Decision Making
- Judgments of Fairness
- Reference Points in Decision Making

## **Teaching**

### Teaching Interests

- Business Statistics
- Organizational Behavior
- Managerial/Consumer Decision Making

### Courses Taught

- MGMT 552/562, Statistical Decision Making, Fall 1995-present; Spring 1997, 1998, 1999. MBA core course on applied statistical analysis. Overall course ratings of 3.4-4.5 on a 1 to 5 scale. Nominated for MBA Teacher of the Year (the first Stats instructor to be nominated!) and received MBA faculty leadership award in 2005 for my efforts with the MBA program.
- MAP586, Decision Management, Spring 2005-present. Masters level elective course on managerial decision making with applications to all areas of business. Overall course ratings of 4.6-4.7 on a 1 to 5 (highest) scale.
- MAP486, Managerial Judgment and Decision Making, Spring 1995-1999. Upper division undergraduate seminar on managerial implications of research in judgment and decision making. Overall course ratings of 4.8-5.0 on a 1 to 5 (highest) scale.
- MAP310a, Organizational Behavior, Spring 2001-2003. Required undergraduate core class with 217 students. Overall course rating of 3.4 (2001), 4.1 (2002) on 1 to 5 (highest) scale.
- MAP696L, Issues in Fairness, Fall 1995. Ph.D. elective course on fairness research and theories in business, psychology, economics, and philosophy. Overall course rating of 4.4 on a 1 to 5 (highest) scale.
- MAP376, Statistical Inference in Management, Fall 1994, Spring 1995. Undergraduate core course on applied statistical analysis. Overall course ratings of 3.9-4.0 on a 1 to 5 (highest scale).

### Executive Education and Other Courses

- Statistical and behavioral decision making, Executive MBA program, 2005-present. Also guest lectured in module on Organizational Structure and Design.
- Strategy Simulation, Business Basics Executive Ed Program, University of Arizona, 1998-1999. Taught strategy issues and administered strategy simulation.
- Statistical Decision Making, Evening and Weekend MBA Program for the Karl Eller Graduate School of Management, University of Arizona. (1996-present).
- Guest presenter in MAP580A "Theory of Management and Organization", course taught by MAP faculty on an overload basis (1997).