

## EITAN DAVID RUDE

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### **EDUCATION**

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**University of California, Los Angeles – Anderson School of Management.** Los Angeles, CA  
Ph.D., Marketing (Behavioral) Expected June 2027

**The University of Chicago – The College** Chicago, IL  
A.B. (with Honors), Economics & Public Policy Studies (dual major) June 2017

### **RESEARCH INTERESTS**

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Judgment and Decision Making, Consumer Behavior, Uncertainty, Fairness, Financial Decision Making, Intertemporal Choice, Trade-Offs, Public Policy

### **PEER-REVIEWED PUBLICATIONS**

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Rude, E.D., & Shaddy, F. (2024). “People Endorse Harsher Policies in Principle Than in Practice: Asymmetric Beliefs About Which Errors to Prevent Versus Fix.” *Psychological Science*.  
<https://doi.org/10.1177/09567976241228504>

- Winner of the [Society for Judgment and Decision Making](#)'s 2023 [Hillel Einhorn New Investigator Award](#)

### **WORKING PAPERS**

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Rude., E.D., Shiri, A., Affonso, F.M., Hershfield, H.E., & Fox, C.R. “Credibility of More vs. Less Precise Predictions Depends on the Perceived Nature of Uncertainty.”

Rude, E.D., Shaddy, F., & Hershfield, H.E. “Pricing Insurance, Fairly.”

Rude, E.D., Reiff, J.S., & Hershfield, H.E. “Ripple Effects: Associations Between Life Shocks and Connectedness to the Future Self.”

### **SELECTED RESEARCH IN PROGRESS (\* denotes equal authorship)**

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Rude, E.D. & Hershfield, H.E. “What People Think About When They Think About Retirement.”

Rude, E.D. & Spiller, S.A. “Biases in Social Judgment.”

Rude, E.D.\*, Dolifka, D.D.\*, & Spiller, S.A. “Investment Returns and Consumer Behavior.”

### **ACADEMIC HONORS AND AWARDS**

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Research Grant, Morrison Center for Marketing & Data Analytics, Oct. 2025 (1 Grant)  
Research Grant, Morrison Center for Marketing & Data Analytics, Aug. 2025 (1 Grant)  
Fellow, AMA-Sheth Doctoral Consortium, Jun. 2025  
Summer Doctoral Fellowship Program, University of California – Los Angeles, Jun. 2025  
Research Grant, Morrison Center for Marketing & Data Analytics, Oct. 2024 (1 Grant)  
Summer Doctoral Fellowship Program, University of California – Los Angeles, Jun. 2024  
Hillel Einhorn New Investigator Award, Society for Judgment and Decision Making, Nov. 2023  
Research Grant, Morrison Center for Marketing & Data Analytics, Oct. 2023 (2 Grants)  
Honors, Marketing Area PhD Comprehensive Exam, Aug. 2023  
Summer Doctoral Fellowship Program, University of California – Los Angeles, Jun. 2023  
Research Grant, Laurence and Lori Fink Center for Finance, Nov. 2022 (1 Grant)  
Research Grant, Morrison Center for Marketing & Data Analytics, Oct. 2022 (3 Grants)  
Summer Doctoral Fellowship Program, University of California – Los Angeles, Jun. 2022  
Research Grant, Laurence and Lori Fink Center for Finance, Nov. 2021 (1 Grant)  
Anderson Fellowship, University of California – Los Angeles, Sep. 2021 – Present  
Dean’s List, The University of Chicago, September 2013 – Jun. 2017  
University Scholarship, The University of Chicago, September 2013 – Jun. 2017  
Intel Science Talent Search Semifinalist, Society for Science and the Public, Jan. 2013

### **ORGANIZED SYMPOSIA**

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Rude, E.D. (2026). “The Price is...Right? Novel Perspectives on Pricing and Valuation,” *Society for Consumer Psychology Annual Conference*, San Diego, CA

Rude, E.D., & Carney, S.V. (2024). “Novel Perspectives on Consumer Judgments Under Uncertainty,” *Association for Consumer Research Annual Conference*, Paris, FR

Rude, E.D. (2023). “Asymmetries in Consumer Judgment,” *Society for Consumer Psychology Annual Conference*, San Juan, PR

### **CONFERENCE PRESENTATIONS (presenter underlined)**

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Rude, E.D., Shaddy, F., Hershfield, H.E. (2026). “Pricing Insurance, Fairly,” paper presented at the Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO

Rude, E.D., Shaddy, F., Hershfield, H.E. (2026). “Pricing Insurance, Fairly,” special session paper presented at the Society for Consumer Psychology Annual Conference, San Diego, CA

Rude, E.D., Shaddy, F., Hershfield, H.E. (2025). “Pricing Insurance, Fairly,” competitive paper presented at the Society for Judgment and Decision Making Annual Conference, Denver, CO

Rude, E.D., Shaddy, F., Hershfield, H.E. (2025). “Pricing Insurance, Fairly,” working paper presented at the Association for Consumer Research Annual Conference, Washington, DC

Rude, E.D., Shaddy, F., Hershfield, H.E. (2025). “Pricing Insurance, Fairly,” extended talk presented at the 2025 California Schools Conference, Los Angeles, CA

Rude, E.D., Shiri, A., Affonso, F.M., Hershfield, H.E., & Fox, C.R. (2025). “Preferences for Point versus Range Predictions Vary with the Perceived Nature of Uncertainty,” paper presented at the Haring Symposium, Bloomington, IN

Rude, E.D., Hershfield, H.E., Affonso, F.M., Shiri, A., & Fox, C.R. (2025). “Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty,” special session paper presented at the Society for Consumer Psychology Annual Conference, Las Vegas, NV

Rude, E.D., Hershfield, H.E., Affonso, F.M., Shiri, A., & Fox, C.R. (2024). “Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty,” special session paper presented at the Association for Consumer Research Annual Conference, Paris, FR

Rude, E.D., Hershfield, H.E., Affonso, F.M., Shiri, A., & Fox, C.R. (2024). “Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty,” flash talk presented at the 2024 California Schools Conference, San Diego, CA

Rude, E.D., Fox, C.R., & Hershfield, H.E. (2024). “Evaluating Point and Range Predictions Under Epistemic vs. Aleatory Uncertainty,” working paper presented at the Society for Consumer Psychology Annual Conference, Nashville, TN

Rude, E.D., & Shaddy, F. (2023). “People Endorse Harsher Policies in Principle Than in Practice: Asymmetric Beliefs About Which Errors to Prevent Versus Fix,” Hillel Einhorn New Investigator Award Address at the Society for Judgment and Decision Making Annual Conference, San Francisco, CA

Rude, E.D., Fox, C.R., & Hershfield, H.E. (2023). “Evaluating Point and Range Predictions Under

Epistemic vs. Aleatory Uncertainty,” competitive paper presented at the Society for Judgment and Decision Making Annual Conference, San Francisco, CA

Rude, E.D., Dolifka, D.D., & Spiller, S.A. (2023). “Company-Level Mental Accounting for Investment Returns,” working paper presented at the Association for Consumer Research Annual Conference, Seattle, WA

Rude, E.D., & Shaddy, F. (2022). “Asymmetric Reactions to Erroneous Punishments and Rewards,” special session paper presented at the Society for Consumer Psychology Annual Conference, San Juan, PR

Rude, E.D., & Shaddy, F. (2022). “Asymmetric Reactions to Erroneous Punishments and Rewards,” competitive paper presented at the Society for Judgment and Decision Making Annual Conference, San Diego, CA

Rude, E.D., & Shaddy, F. (2022). “Asymmetric Reactions to Erroneous Punishments and Rewards,” special session paper presented at the Association for Consumer Research Annual Conference, Denver, CO

## **PROFESSIONAL SERVICE**

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Student Representative, Society for Judgment and Decision Making  
Conference Submission Reviewer, 2025 Society for Consumer Psychology Annual Conference  
Conference Submission Reviewer, 2025 Association for Consumer Research Annual Conference  
Student Organizer, 2025 California Schools Conference  
Student Organizer, 2024 UCLA Anderson School of Management Admitted Students Day

## **PROFESSIONAL MEMBERSHIPS**

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Association for Consumer Research (ACR)  
American Marketing Association (AMA)  
Society for Consumer Psychology (SCP)  
Society for Judgment and Decision Making (SJDJ)

## **WORK EXPERIENCE**

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**PricewaterhouseCoopers Advisory Services LLC**  
Senior Associate, Mergers & Acquisitions Advisory

Chicago, IL  
October 2017 – June 2021