

Stanford



Ada Aka

Assistant Professor of Marketing at the Graduate School of Business

Bio

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

Teaching

COURSES

2025-26

- Customer Experience Design (CxDesign): MKTG 358 (Win)

2024-25

- Customer Experience Design (CxDesign): MKTG 358 (Win)

2023-24

- Customer Experience Design (CxDesign): MKTG 358 (Win)

Publications

PUBLICATIONS

- **A timeline of cognitive costs in decision-making.** *Trends in cognitive sciences*
Schulze, C., Aka, A., Bartels, D. M., Bucher, S. F., Embrey, J. R., Gureckis, T. M., Haubl, G., Ho, M. K., Krajbich, I., Moore, A. K., Oettingen, G., Ongchoco, J. D., Oprea, et al
2025
- **Memory modeling of counterfactual generation.** *Journal of experimental psychology. Learning, memory, and cognition*
Wang, F., Aka, A., He, L., Bhatia, S.
2024
- **Semantic determinants of memorability.** *Cognition*
Aka, A., Bhatia, S., McCoy, J.
2023; 239: 105497
- **Free Association in a Neural Network** *PSYCHOLOGICAL REVIEW*
Richie, R., Aka, A., Bhatia, S.
2023; 130 (5): 1360-1382