Stanford



Ada Aka

Assistant Professor of Marketing at the Graduate School of Business

Bio

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

Teaching

COURSES

2026-27

- Behavioral Research in Marketing III: Consumer Behavior Classics: MKTG 622 (Win)
- Design Strategy and the Science of Human Behavior: MKTG 358 (Win)

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)

STANFORD ADVISEES

Doctoral Dissertation Co-Advisor (AC)

Courtney Lee

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
- **Cognitive Modeling With Representations From Large-Scale Digital Data** *CURRENT DIRECTIONS IN PSYCHOLOGICAL SCIENCE*
  Bhatia, S., Aka, A.
  2022; 31 (3): 207-214
- **Machine Learning Models for Predicting, Understanding, and Influencing Health Perception** *JOURNAL OF THE ASSOCIATION FOR CONSUMER RESEARCH*
  Aka, A., Bhatia, S.
  2022; 7 (2): 142-153
- **What I Like Is What I Remember: Memory Modulation and Preferential Choice** *JOURNAL OF EXPERIMENTAL PSYCHOLOGY-GENERAL*
  Aka, A., Bhatia, S.
  2021; 150 (10): 2175-2184
- **Predicting Recall of Words and Lists** *JOURNAL OF EXPERIMENTAL PSYCHOLOGY-LEARNING MEMORY AND COGNITION*
  Aka, A., Phan, T. D., Kahana, M. J.
  2021; 47 (5): 765-784
- **Closed-loop stimulation of temporal cortex rescues functional networks and improves memory** *NATURE COMMUNICATIONS*
  Ezzyat, Y., Wanda, P. A., Levy, D. F., Kadel, A., Aka, A., Pedisich, I., Sperling, M. R., Sharan, A. D., Lega, B. C., Burks, A., Gross, R. E., Inman, C. S., Jobst, et al
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