

Stanford



Baba Shiv

Sanwa Bank, Limited, Professor in the Graduate School of Business
Marketing

Bio

ACADEMIC APPOINTMENTS

- Professor, Marketing
- Member, Wu Tsai Human Performance Alliance
- Member, Wu Tsai Neurosciences Institute

PROGRAM AFFILIATIONS

- Public Policy

Teaching

COURSES

2025-26

- Neuroscience and the Connection to Sustained Excellence: GSBGEN 320 (Spr)

2024-25

- Neuroscience and the Connection to Sustained Excellence: GSBGEN 320 (Spr)

2023-24

- Behavioral Research in Marketing II: Consumer Behavior: MKTG 642 (Aut)
- Neuroscience and the Connection to Sustained Excellence: GSBGEN 320 (Spr)

2022-23

- Designing Solutions by Leveraging the Frinky Science of the Human Mind: GSBGEN 520 (Aut)
- Neuroscience and the Connection to Sustained Excellence: GSBGEN 320 (Spr)

Publications

PUBLICATIONS

- **Emotions Know Best: The Advantage of Emotional versus Cognitive Responses to Failure** *JOURNAL OF BEHAVIORAL DECISION MAKING*
Nelson, N., Malkoc, S. A., Shiv, B.
2018; 31 (1): 40–51
- **The Role of Hedonic Behavior in Reducing Perceived Risk.** *Psychological science*
Jia, J. S., Jia, J., Hsee, C. K., Shiv, B.
2017; 28 (1): 23-35

- **Should you Sleep on it? The Effects of Overnight Sleep on Subjective Preference-based Choice** *JOURNAL OF BEHAVIORAL DECISION MAKING*
Karmarkar, U. R., Shiv, B., Spencer, R. M.
2017; 30 (1): 70-79
- **The Role of Hedonic Behavior in Reducing Perceived Risk: Evidence From Postearthquake Mobile-App Data** *PSYCHOLOGICAL SCIENCE*
Jia, J. S., Jia, J., Hsee, C. K., Shiv, B.
2017; 28 (1): 23-35
- **Cost Conscious? The Neural and Behavioral Impact of Price Primacy on Decision Making** *JOURNAL OF MARKETING RESEARCH*
Karmarkar, U. R., Shiv, B., Knutson, B.
2015; 52 (4): 467-481
- **Can't finish what you started? The effect of climactic interruption on behavior** *JOURNAL OF CONSUMER PSYCHOLOGY*
Kupor, D. M., Reich, T., Shiv, B.
2015; 25 (1): 113-119
- **The Product-Agnosia Effect: How More Visual Impressions Affect Product Distinctiveness in Comparative Choice** *JOURNAL OF CONSUMER RESEARCH*
Jia, J. S., Shiv, B., Rao, S.
2014; 41 (2): 342-360
- **Interference of the End: Why Recency Bias in Memory Determines When a Food Is Consumed Again** *PSYCHOLOGICAL SCIENCE*
Garbinsky, E. N., Morewedge, C. K., Shiv, B.
2014; 25 (7): 1466-1474
- **Interference of the end: why recency bias in memory determines when a food is consumed again.** *Psychological science*
Garbinsky, E. N., Morewedge, C. K., Shiv, B.
2014; 25 (7): 1466-74
- **Does liking or wanting determine repeat consumption delay?** *APPETITE*
Garbinsky, E. N., Morewedge, C. K., Shiv, B.
2014; 72: 59-65
- **Eternal Quest for the Best: Sequential (vs. Simultaneous) Option Presentation Undermines Choice Commitment** *JOURNAL OF CONSUMER RESEARCH*
Mogilner, C., Shiv, B., Iyengar, S. S.
2013; 39 (6): 1300-1312
- **Are White Lies as Innocuous as We Think?** *JOURNAL OF CONSUMER RESEARCH*
Argo, J. J., Shiv, B.
2012; 38 (6): 1093-1102
- **The Lonely Consumer: Loner or Conformer?** *JOURNAL OF CONSUMER RESEARCH*
Wang, J., Zhu, R. (., Shiv, B.
2012; 38 (6): 1116-1128
- **When Blemishing Leads to Blossoming: The Positive Effect of Negative Information** *JOURNAL OF CONSUMER RESEARCH*
Ein-Gar, D., Shiv, B., Tormala, Z. L.
2012; 38 (5): 846-859
- **Wolves in sheep's clothing: How and when hypothetical questions influence behavior** *ORGANIZATIONAL BEHAVIOR AND HUMAN DECISION PROCESSES*
Moore, S. G., Neal, D. T., Fitzsimons, G. J., Shiv, B.
2012; 117 (1): 168-178
- **Manipulating basic taste perception to explore how product information affects experience** *JOURNAL OF CONSUMER PSYCHOLOGY*
Litt, A., Shiv, B.
2012; 22 (1): 55-66

- **Food, sex and the hunger for distinction** *JOURNAL OF CONSUMER PSYCHOLOGY*
Berger, J., Shiv, B.
2011; 21 (4): 464-472
- **In Praise of Vagueness: Malleability of Vague Information as a Performance Booster** *PSYCHOLOGICAL SCIENCE*
Mishra, H., Mishra, A., Shiv, B.
2011; 22 (6): 733-738
- **Pressure and Perverse Flights to Familiarity** *PSYCHOLOGICAL SCIENCE*
Litt, A., Reich, T., Maymin, S., Shiv, B.
2011; 22 (4): 523-531
- **Dissociating Valuation and Saliency Signals during Decision-Making** *CEREBRAL CORTEX*
Litt, A., Plassmann, H., Shiv, B., Rangel, A.
2011; 21 (1): 95-102
- **AN EXPECTATIONS-BASED APPROACH TO EXPLAINING THE CROSSMODAL INFLUENCE OF COLOR ON ORTHONASAL OLFACTORY IDENTIFICATION: ASSESSING THE INFLUENCE OF TEMPORAL AND SPATIAL FACTORS** *JOURNAL OF SENSORY STUDIES*
Shankar, M., Simons, C., Levitan, C., Shiv, B., McClure, S., Spence, C.
2010; 25 (6): 791-803
- **An Expectation-Based Approach to Explaining the Crossmodal Influence of Color on Orthonasal Odor Identification: The Influence of Expertise** *CHEMOSENSORY PERCEPTION*
Shankar, M., Simons, C., Shiv, B., McClure, S., Spence, C.
2010; 3 (3-4): 167-173
- **An expectations-based approach to explaining the cross-modal influence of color on orthonasal olfactory identification: The influence of the degree of discrepancy** *ATTENTION PERCEPTION & PSYCHOPHYSICS*
Shankar, M., Simons, C., Shiv, B., McClure, S., Levitan, C. A., Spence, C.
2010; 72 (7): 1981-1993
- **Lusting While Loathing: Parallel Counterdriving of Wanting and Liking** *PSYCHOLOGICAL SCIENCE*
Litt, A., Khan, U., Shiv, B.
2010; 21 (1): 118-125
- **Unraveling Priming: When Does the Same Prime Activate a Goal versus a Trait?** *JOURNAL OF CONSUMER RESEARCH*
Sela, A., Shiv, B.
2009; 36 (3): 418-433
- **The "Shaken Self": Product Choices as a Means of Restoring Self-View Confidence** *JOURNAL OF CONSUMER RESEARCH*
Gao, L., Wheeler, S. C., Shiv, B.
2009; 36 (1): 29-38
- **The effects of insula damage on decision-making for risky gains and losses** *SOCIAL NEUROSCIENCE*
Weller, J. A., Levin, I. P., Shiv, B., Bechara, A.
2009; 4 (4): 347-358
- **The Blissful Ignorance Effect: Pre- versus Post-action Effects on Outcome Expectancies Arising from Precise and Vague Information** *JOURNAL OF CONSUMER RESEARCH*
Mishra, H., Shiv, B., Nayakankuppam, D.
2008; 35 (4): 573-585
- **A bite to whet the reward appetite: The influence of sampling on reward-seeking behaviors** *JOURNAL OF MARKETING RESEARCH*
Wadhwa, M., Shiv, B., Nowlis, S. M.
2008; 45 (4): 403-413
- **Nonconscious goals and consumer choice** *JOURNAL OF CONSUMER RESEARCH*
Chartrand, T. L., Huber, J., Shiv, B., Tanner, R. J.
2008; 35 (2): 189-201

- **Marketing actions can modulate neural representations of experienced pleasantness** *PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES OF THE UNITED STATES OF AMERICA*
Plassmann, H., O'Doherty, J., Shiv, B., Rangel, A.
2008; 105 (3): 1050-1054
- **Neural correlates of adaptive decision making for risky gains and losses** *PSYCHOLOGICAL SCIENCE*
Weller, J. A., Levin, I. P., Shiv, B., Bechara, A.
2007; 18 (11): 958-964
- **Emotions, decisions, and the brain** *JOURNAL OF CONSUMER PSYCHOLOGY*
Shiv, B.
2007; 17 (3): 174-178
- **The role of emotion in decision making: A cognitive neuroscience perspective** *CURRENT DIRECTIONS IN PSYCHOLOGICAL SCIENCE*
Naqvi, N., Shiv, B., Bechara, A.
2006; 15 (5): 260-264
- **Decision neuroscience** *6th Triennial Invitational Choice Symposium Workshop on Endogenous Preferences*
Shiv, B., Bechara, A., Levin, I., Alba, J. W., Bettman, J. R., Dube, L., Isen, A., Mellers, B., Smidts, A., Grant, S. J., McGraw, A. P.
SPRINGER.2005: 375-86
- **Ruminating about placebo effects of marketing actions** *JOURNAL OF MARKETING RESEARCH*
Shiv, B., Carmon, Z., Ariely, D.
2005; 42 (4): 410-414
- **Placebo effects of marketing actions: Consumers may get what they pay for** *JOURNAL OF MARKETING RESEARCH*
Shiv, B., Carmon, Z., Ariely, D.
2005; 42 (4): 383-393
- **Let us eat and drink, for tomorrow we shall die: Effects of mortality salience and self-esteem on self-regulation in consumer choice** *JOURNAL OF CONSUMER RESEARCH*
Ferraro, R., Shiv, B., Bettman, J. R.
2005; 32 (1): 65-75
- **Investment behavior and the negative side of emotion** *PSYCHOLOGICAL SCIENCE*
Shiv, B., Loewenstein, G., Bechara, A., Damasio, H., DAMASIO, A. R.
2005; 16 (6): 435-439
- **The influence of consumer distractions on the effectiveness of food-sampling programs** *JOURNAL OF MARKETING RESEARCH*
Nowlis, S. M., Shiv, B.
2005; 42 (2): 157-168