

Christoph Ungemach

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ACADEMIC POSITIONS

- Since 11/2016 Assistant Professor of Marketing (tenure track),
TUM School of Management, Germany
- Since 07/2021 Core Member of the **Munich Data Science Institute (MDSI), Germany**
- 08/2017 – 09/2017 Visiting Scholar, **University of Chicago Booth School of Business, USA**
- Since 10/2014 Research Affiliate, **Columbia University, USA**
- 07/2013 – 09/2014 Associate Research Scientist, **Columbia University, USA**
- 07/2011– 06/2013 Postdoctoral Research Scientist, **Columbia University, USA**
- 04/2008 – 06/2011 Research Fellow, **University of Warwick, UK**

EDUCATION

- 01/2004 – 03/2008 Ph.D. in Psychology, **University of Warwick, UK**
Dissertation: ‘The Weight of Experience: An Investigation of Probability Weighting under Decisions from Experience’. Supervisors: Professor Neil Stewart, Professor Nick Chater
- 03/1997 – 09/2003 Diplom (M.Sc.) in Psychology, **University of Giessen, Germany**

PROFESSIONAL EXPERIENCE

- 11/2014 – 10/2016 Data Scientist, Factr.com, New York City, USA**
Developing reputation and recommendation systems for an information management platform using state-of-the-art machine learning algorithms. Applying choice architecture research to develop expertise-based decision support systems utilizing data from a social network, in collaboration with external partners (e.g., UNICEF).
- 04/2004 – 12/2005 Research Analyst, Decision Technology, London, UK**
Part-time consultancy work conducting applied decision-making research for one of the largest UK retailers on consumer choice, store-level price perception, store location and store selection.

RESEARCH INTERESTS

Marketing Consumer Behaviour Choice Architecture Sustainable Decision Making
Data Science Marketing Analytics Risk & Uncertainty Eye-Tracking

PUBLISHED PAPERS IN PEER-REVIEWED JOURNALS

Orlove, B., Milch, K., Zaval, L., **Ungemach, C.**, Brugger, J., Dunbar, K., & Jurt, C. (2019). Framing climate change in frontline communities: anthropological insights on how mountain dwellers in the USA, Peru, and Italy adapt to glacier retreat. *Regional Environmental Change*, 19(5), 1295-1309.

Roncoli, C., Orlove, B., **Ungemach, C.**, Dowd-Uribe, B., West, C. T., Milch, K., & Sanon, M. (2019). Enough is enough: how West African farmers judge water sufficiency. *Regional Environmental Change*, 19(2), 573-585.

Ungemach, C., Camilleri, A. R., Johnson, E. J., Larrick, R. P., & Weber, E. U. (2018). Translated Attributes as Choice Architecture: Aligning Objectives and Choices Through Decision Signposts. *Management Science*, 64(5), 2445-2459.

Birnbaum, M. H., Navarro-Martinez, D., **Ungemach, C.**, Stewart, N., & Quispe-Torreblanca, E. G. (2016). Risky decision making: Testing for violations of transitivity predicted by an editing mechanism. *Judgment and Decision Making*, 11, 75.

Stewart, N., **Ungemach, C.**, Harris, A. J., Bartels, D. M., Newell, B. R., Paolacci, G., & Chandler, J. (2015). The average laboratory samples a population of 7,300 Amazon Mechanical Turk workers. *Judgment and Decision Making*, 10, 479-491.

Ungemach, C., Stewart, N., & Reimers, S. (2011). How incidental values from the environment affect decisions about money, risk, and delay. *Psychological Science*, 22, 253-260.

Ungemach, C., Chater, N., & Stewart, N. (2009). Are probabilities overweighted or underweighted, when rare outcomes are experienced (rarely)? *Psychological Science*, 20, 473-479.

PUBLISHED PAPERS IN PEER-REVIEWED CONFERENCE PROCEEDINGS

Stich, L., **Ungemach, C.**, Fuchs, C., & Spann, M. (2019). The Effect of Disclosing Labor Cost on Consumer Preference. Proceedings of the 48th European Marketing Academy (EMAC) Conference, Hamburg, Germany.

Ungemach, C., Camilleri, A., Johnson, E. J., Larrick, R., & Weber E. (2012). Redundant Information As a Choice Architecture Tool: How Attribute Decomposition on Displays Can Be

Used to Highlight Important Dimensions For Consumers. *Advances in Consumer Research* 40: 298-302.

Ungemach, C., Stewart, N., & Chater, N. (2007). Decisions from experience under comprehensive sampling. *Proceedings of the 2nd European Cognitive Science Conference* 927-928. New York, NJ: Erlbaum.

OTHER PUBLICATIONS

Jean Hartley, J., Fletcher, C., Wilton, P., Woodman, P., & **Ungemach, C.** (2007). *Leading with Political Awareness*. Chartered Management Institute, London.

PAPERS UNDER REVIEW

Stich, L., **Ungemach, C.**, Fuchs, C., & Spann, M. Labor Cost Transparency and Consumer Preferences. (Under review at *Journal of Marketing*)

SELECTED RESEARCH IN PROGRESS

Hartley, J., Fletcher, C., & **Ungemach, C.** Political astuteness in organizational leadership.

Ungemach, C., & Li, B. The impact Of Input And Process Control On Algorithm Aversion.

Kaliappan, B., & **Ungemach, C.** A Process Tracing Investigation Of Choice Architecture Principles: Evidence From Eye-Tracking Experiments.

Ungemach, C., & Kaliappan, B., Attention Processes Driving Choice Architecture Effects.

Ungemach, C., & Gruber, V. *How Translated Attributes Facilitate Pro-Environmental Decisions: A Field Study*.

Gruber, V., & **Ungemach, C.** *Behavioural Change through Decision Signposts: Extending the Ethics Debate On Choice Architecture*.

Ungemach, C., Binder, K.-K. *Effects of Disclosure in Social Norm Interventions*.

CONFERENCE PRESENTATIONS

Labor Cost Transparency and Consumer Preferences:

- *Annual Behavioral Science & Policy Association Conference (BSPA)*, Online (2022).
- *Subjective Probability, Utility, and Decision Making*, Amsterdam, Netherlands (2019).
- *INFORMS Marketing Science*, Rome, Italy (2019).

- EMAC, Hamburg, Germany (2019).

Decision Signposts: Translated Attributes as Choice Architecture:

- *European Group of Process Tracing Studies (EGPROC)*, Tilburg, Netherlands (2021).
- *La Londe Conference*, La Londe, France (2019).
- *Annual Behavioral Science & Policy Association Conference (BSPA)*, New York (2017).
- *Behavioral Decision Research in Management (BDRM)*, London, UK (2014).
- *Subjective Probability, Utility, and Decision Making*, Barcelona, Spain (2013).
- *Climate, Mind and Behavior Symposium*, Garrison, NY (2013).
- *Society for Judgment and Decision Making*, Minneapolis, MN (2012).
- *Association for Consumer Research (ACR)*, Vancouver, Canada (2012).

Evaluating choice models using theoretical constraints and eye-tracking measures

- *Behavioral Decision Research in Management (BDRM)*, Boulder, CO (2012).
- *Subjective Probability, Utility, and Decision Making*, London, England (2011).
- *Decision Research At Warwick (DR@W) Forum*, Coventry, England (2010).

How incidental values affect decisions about money, risk, and delay

- *Relativity of Value Conference*, London, England (2010).
- *International Conference on the Foundations and Applications of Utility, Risk and Decision (FUR)*, Newcastle, England (2010).
- *Economic Psychology: New methods and findings*, Bolton, England (2010).
- *Subjective Probability, Utility, and Decision Making*, Rovereto, Italy (2009).
- *ESE Conference on Behavioral Economics*, Rotterdam, Holland (2009).

Are probabilities overweighted or underweighted, when rare outcomes are experienced?

- *Eastern Psychological Association (EPA)*, New York, NY (2013).
- *Marie Curie Working Group on Decision Theory*, Coventry, England (2009).
- *Academy of Management Meeting*, Anaheim, CA (2008).
Part of the symposium, “Beyond biases: The influence of experience on managerial decision making”. **Symposium won the Academy of Management OB Division Making Connections Award.**
- *Subjective Probability, Utility, and Decision Making*, Warsaw, Poland (2007).
- *Society for Judgment and Decision Making*, Long Beach, CA (2007).

INVITED TALKS

Ungemach, C. (2022). *Labor Cost Transparency and Consumer Preferences*. Invited talk at the Workshop on “Transparency and Consumer Behavior” at Humboldt University of Berlin.

Ungemach, C. (2013). *How Choice Architecture can affect consumer choice*. Invited talk at INSEAD.

Ungemach, C. (2013). *How Choice Architecture can affect consumer choice*. Invited talk at Erasmus University Rotterdam.

Ungemach, C. (2013). *Choice Architecture in environmental consumer choices*. Invited talk at the University of Toulouse-Jean Jaurès.

Ungemach, C. (2013). *How Information on the EPA fuel economy label can affect consumer choice*. Invited talk at the United States Environmental Protection Agency, Washington, DC.

Ungemach, C. (2012). *Evaluating theories of risky choice using both theoretical constraints and process measures*. Invited talk at the Max Planck Institute, Bonn, Germany.

Ungemach, C. (2011). *Effects of the Decision Environment: Experimental Evidence for the Decision by Sampling Model*. Paper presented at Columbia University, New York, NY.

Ungemach, C. (2009). *Why applying the two-stage model may hinder us from understanding decisions from experience*. Paper presented at the University of Basel, Switzerland.

Ungemach, C. Chater, N., & Stewart, N. (2008). *A Sampling Model of Decision from Experience*. Paper presented at the One-Day Workshop 'Unravelling decisions from experience', sponsored by the European Association for Decision Making (EADM), London, England.

TEACHING

Consumer Analytics & Big Data (Master), Lecture & Exercise Classes, TUM, 2019, 20, 21 & 22.

Marketing Strategy & Consumer Analytics (Master), Lecture, TUM, 2017 & 2018.

Choice Architecture Applications in Consumer Behaviour (Master), Seminar, TUM, 2017, 2018, 2019, 2020, 2021 & 2022.

Marketing (Master), Lecture, TUM, 2017, 2018, 2019, 2020, 2021 & 2022.

Marketing, Sales & Operations (Executive MBA in Innovation & Business Creation), Lectures, TUM, 2019 & 2021 & 2022 (Module Coordinator).

Behavioural Economics (Master), Exercise Classes, University Of Warwick, 2010.

Statistical Methods (Bachelor), Exercise Classes, University Of Warwick, 2005, 2006 & 2007.

Perception and Psychometrics (Bachelor), Lectures, University of Warwick, 2005 & 2006.

GRANTS, AWARDS & SCHOLARSHIPS

2022 117,000€, 3 years, Principle Investigator for the project "Tradable Mobility Credits: Addressing Ethical Concerns with Algorithm Transparency" from the TUM Institute for Ethics in Artificial Intelligence.

2021	121,000€, 3 years, Project Partner and Co-applicant of the SASIM subproject of MCube (one of seven winners for the Federal Ministry of Education and Research Clusters4Future initiative).
2012	\$450,000, 2 years, Decision, Risk and Management Sciences Grant (co-author), National Science Foundation (NSF).
2008	Academy of Management, OB Division, Making Connections Award
2007	£1,000 Scholarship, Summer School: Probabilistic Models of Cognition, UCLA
2007	£1,200 Graduate Student Travel Fund, Warwick
2006	£250 Bursary, 7-Day Graduate School Program, ESRC
2004-2007	ESRC +3 Scholarship

PROFESSIONAL SERVICE

Ad Hoc Reviewer:

Management Science	Journal of Experimental Psychology: Applied
Psychological Science	Journal of Experimental Psychology: General
Psychological Review	Journal of Experimental Psychology: LMC
Judgment and Decision Making	Journal of Behavioral Decision Making
Theory and Decision	Journal of Risk and Uncertainty
Cognitive Science	Journal of Economic Behavior & Organization
Cognition	Psychonomic Bulletin & Review
Frontiers in Cognitive Science	British Journal of Management

Grant Reviewer for the Economic and Social Research Council (UK), The National Science Centre (Poland), The German-Israeli Foundation for Scientific Research and Development (Israel), The German Research Foundation (DFG).

Reviewer for the European Association for Consumer Research Conference, the Society for Consumer Psychology Conference, the Annual Conference of the Society for Judgment and Decision Making, the Annual Meeting of the Cognitive Science Society.

Service at TUM School of Management:

Representative of the TUM SoM Digital Initiative, Brand Administrator for the TUM SoM Qualtrics Account, Serving on search committees, Chairing examination committees, Conducting student interviews (TUM-BWL).