

MANEL BAUCELLS

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DEGREES

- 1999 PhD, the Anderson School at UCLA.
“Essays in Game Theory.” Steven A. Lippman and Lloyd S. Shapley, supervisors.
- 1993 MBA, IESE Business School.
- 1990 MS Mechanical Engineer, Universitat Politècnica de Catalunya.

POSITIONS

- 2015– *University of Virginia, Darden School of Business.*
Associate Professor.
- 2008–2014 *UCLA, The Anderson School of Management.*
Visiting Associate Professor.
- 2014 *USC, Dornsife Center for Economic and Social Research.*
Senior Economist.
- 2014 *University of Chinese Academy of Sciences.*
Visiting Professor.
- 2012-2013 *Rand Corporation.*
Senior Economist.
Faculty member, Pardee RAND Graduate School.
- 2009–2012 *Universitat Pompeu Fabra.*
Full Professor.
- 2009–2011 *Dean of the Barcelona School of Management.*
- 2010–2011 *Erasmus University.*
Visiting Scholar.
- 2009–2010 *London Business School.*
Visiting Professor.
- 2009 *MIT, Sloan School of Management.*
Visiting Scholar.
- 2001–2003 *Duke University, Fuqua School of Business.*
Visiting Assistant Professor.
- 1999-2009 *IESE Business School.*
Head of the Managerial Decision Sciences department (2006-08).
Associate Professor (2005-09).
Assistant Professor (1999-2004).

JOURNAL PUBLICATIONS

1. Baucells, Manel and Woonam Hwang (2016). A Model of Mental Accounting and Reference Price Adaptation. *Management Science*, forthcoming.
<http://pubsonline.informs.org/doi/10.1287/mnsc.2016.2569>
2. Baucells, Manel, Nikolay Osadchiy, and Anton Ovchinnikov (2016). Behavioral Anomalies in Consumer Wait-or-Buy Decisions and Their Implications for Markdown Management. *Operations Research*, forthcoming.
<http://pubsonline.informs.org/doi/10.1287/opre.2016.1547>
3. Baucells, Manel and Silvia Bellezza (2016). Temporal Profiles of Instant Utility during Anticipation, Event, and Recall. *Management Science*, forthcoming.
<http://pubsonline.informs.org/doi/10.1287/mnsc.2015.2362>
4. Baucells, Manel and Antonio Villasis (2015). Equal Tails: A Simple Method to Elicit Utility under Violations of Expected Utility. *Decision Analysis* 14(4), 190-204.
Winner of the 2016 Decision Analysis Special Recognition Award.
5. Baucells, Manel and Emanuele Borgonovo (2013). Invariant Probabilistic Sensitivity Analysis. *Management Science*, 59(11), 2536-2549.
6. Baucells, Manel and Rakesh K. Sarin (2013). Determinants of Experienced Utility: Laws and Implications. *Decision Analysis*, 10(2), 135-151.
Finalist of the 2013 Decision Analysis Special Recognition Award.
7. Baucells, Manel and Rakesh K. Sarin (2013). Guided Decision Processes. Inaugural issue of *EURO Journal on Decision Processes*, 1(1-2), 29-44.
8. Baucells, Manel and Franz Heukamp (2012). Probability and Time Tradeoff. *Management Science*, 58(4), 831-842.
9. Baucells, Manel, Martin Weber, and Frank Welfens (2011). Reference Point Formation and Updating. *Management Science*, 57(3), 506-519.
10. Baucells, Manel and Antonio Villasis (2010). Stability of Risk Preferences and the Reflection Effect of Prospect Theory. *Theory and Decision*, 68 (1-2), 193-211.
11. Baucells, Manel and Rakesh K. Sarin (2010). Predicting Utility under Satiation and Habit Formation. *Management Science*, 56(2), 286-301.
12. Baucells, Manel and Franz H. Heukamp (2010). Common Ratio using Delay. *Theory and Decision*, 68 (1-2), 149-158.
13. Baucells, Manel, Juan A. Carrasco and Robin M. Hogarth (2008). Cumulative Dominance and Heuristic Performance in Binary Multiattribute Choice. *Operations Research*, 56 (5), 1289-1304.
14. Carrasco, Juan A. and Manel Baucells (2008). Tight Upper Bounds for the Expected Loss of Lexicographic Heuristics in Binary Multiattribute Choice. *Mathematical Social Sciences*, 55, 156-189.
15. Baucells, Manel and Lloyd S. Shapley (2008). Multiperson Utility. *Games and Economic Behavior*, 62, 329-347.
Winner of the 2001 Decision Analysis Student Paper Competition.

16. Baucells, Manel and Rakesh K. Sarin (2007). Satiation in Discounted Utility. *Operations Research*, 55 (1), 170-181.
17. Baucells, Manel and Rakesh K. Sarin (2007). Evaluating Time Streams of Income: Discounting What?. *Theory and Decision*, 63:95–120.
18. Baucells, Manel and Cristina Rata (2006). A Survey Study of Factors Influencing Risk Taking Behavior in Real World Decisions under Uncertainty. *Decision Analysis*, 3 (3), 163–176.
19. Baucells, Manel and Franz H. Heukamp (2006). Stochastic Dominance and Cumulative Prospect Theory. *Management Science*, 52 (9), 1409-1423.
Winner of the 2004 Decision Analysis Student Paper Competition.
20. Baucells, Manel and Steven A. Lippman (2004). Bargaining with Search as an Outside Option: The Impact of the Buyer's Future Availability. *Decision Analysis*, 1 (4), 235-249.
21. Baucells, Manel and Franz Heukamp (2004). Reevaluation of the Results by Levy and Levy (2002a). *Organizational Behavior and Human Decision Processes*, 94 (1), 15-21.
22. Baucells, Manel and Steven A. Lippman (2003). Legal Hold-up in Cotenancy. *Topics in Economic Analysis & Policy*, Vol. 3: No. 1, Article 8.
<http://www.bepress.com/bejeap/topics/vol3/iss1/art8>.
23. Baucells, Manel and Rakesh K. Sarin (2003). Group Decisions with Multiple Criteria. *Management Science*, 49 (8), 1105-1118.
24. Baucells, Manel and Steven A. Lippman (2001). Justice Delayed Is Justice Denied: A Cooperative Game Theoretic Analysis to Hold-up in Coownership. *Cardozo Law Review*, 22 (3-4), 1191-1250.

BOOKS AND CHAPTERS

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- Baucells, M. and Rakesh K. Sarin (2012). *Engineering Happiness*. University of California Press.
Winner of the 2014 Decision Analysis society publication award
Translated into Spanish under the title “La formula de la felicidad.” Editorial Planeta.
 - Baucells, M. and K. Katsikopoulos. Individual decision-making. In *Experimental Economics I: Decisions* (Eds. Pablo Branäs and Antonio Cabrales) pp. 17-33, 2015, London: Palgrave.
 - Baucells, Manel, Raul Lejano and Cheng-Zhong Qin (2013). “Shapley, Lloyd S. (1923)” *The New Palgrave Dictionary of Economics*. Online Edition. Eds. Steven N. Durlauf and Lawrence E. Blume. Palgrave Macmillan.
 - Baucells, M. and Konstantinos V. Katsikopoulos (2011). Descriptive Models Of Decision Making. *Wiley Encyclopedia of Operations Research and Management Science*.
 - Baucells, M. and Konstantinos V. Katsikopoulos (2011). Toma Individual de Decisiones. Book chapter in *Economía Experimental y del Comportamiento*. Pablo Brañas, coord. Antoni Bosch ed.
 - Baucells, M. and Sarin, R. K (2010). Optimizing Happiness. In ManMohan S. Sodhi and Christopher S. Tang, *A long View of Research and Practice in Operations Research and Management Science*, pp. 249-273, Springer.

- Baucells, M. and Sarin, R. K (2008). Does more money buy you more happiness?. In T., Kugler, J. C., Smith, T., Connolly and Y., Son, *Decision modeling and behavior in complex and uncertain environments*, pp. 199-226, Springer.
- Baucells, M. and Martin Weber (2009). Mind Your Mind Traps: Cognitive Bias in Situations of Uncertainty. Inaugural issue of *IESEInsight*, 1(1), 28-35.

WORK IN PROGRESS can be consulted at www.manelbaucells.com/

PROFESSIONAL SERVICE

- **Editorial Work**

2014– *Management Science*, department editor
2006– *Operations Research*, associate editor
2006–2014 *Management Science*, associate editor
2007–2010 *Decision Analysis*, associate editor

- **Conferences and committees**

BDRM 2014, London Scientific Committee
FUR XIII, Barcelona 2008 Principal organizer
Decision Analysis Society Council Member, 2004-2007
INFORMS Puerto Rico, 2007 Decision Analysis cluster chair
EURO/INFORMS Istanbul, 2003 Decision Analysis cluster chair

- **Ph.D. advisor** of Daniel Smith (*University of Mannheim, 2014*), and Antonio Villasís (*IESE Business School, 2006*).
- **Thesis committee member** of Aparupa Das Gupta (*UCLA, 2014*), Aadhaar Chaturvedi (*IESE, 2010*), Tomás Lejarraga (*UPF, 2009*), German Loewe (*UB, 2009*), Selcuk Onay (*Insead, 2007*), Natalia Karelaia (*UPF, 2005*), and Cristina Rata (*UAB, 2002*).

TEACHING

- Experience with PHD, MBA and Executive Teaching in 4 continents and 9 different countries (including Russia, China, Kenya, and Ecuador).
- PhD courses. *Behavioral Economics with Applications to Business and Policy*, taught at the Pardee RAND Graduate School and the University of Chinese Academy of Sciences. *Current topics in decision sciences*, taught at UCLA.
- MBA courses. Designed the MBA award winning elective course *Managerial Decision Models*. Designed the short course for executive education *Managerial Problem Solving*. Taught the curricular courses *Introduction to Game Theory*, *Quantitative Methods for Management*, and *Data and Decisions*.

- Wrote a total of 15 business cases, 9 short cases and exercises, 6 technical notes, and 4 spreadsheet tools.

HONORS AND AWARDS

- Winner of the 2016 Decision Analysis (Journal) Special Recognition Award.
- Winner of the 2014 Decision Analysis society publication award for the book *Engineering Happiness*.
- Winner of the 2006 Excellence in Course Development and Teaching Award of the IESE Alumni Association.
- Winner of the 2004 Excellence Research Award of the IESE Alumni Association.
- Finalist for the 2013 Decision Analysis Special Recognition Award for the *paper Determinants of Experienced Utility: Laws and Implications*.
- Advisor to the winner of the 2004 DA Paper Competition for the paper *Stochastic Dominance and Cumulative Prospect Theory*.
- Voted professor of the year, first year MBA students 2003; and second best section professor of the year, first year MBA students 2004.
- Winner of the 2001 DA Paper Competition for the paper *Multiperson Utility*.

OTHER

- Developed the mobile application *Smart Insurance*, in partnership with SimInsights, Inc. The Smart Insurance app was finalist of the 2013 FinCapDev competition.
- **Consulting:** Applications of quantitative methods, optimization models and data analysis at Vueling, IESE Business School, BALSAs, Novartis, ING, Schering-Plough, Boston Consulting Group, Air Europa, Editorial Folio, Ciba-Geigy, and Air Products.
- **Media appearances (selected):**
 - *Huffington Post* (April 2012),
 - *Full Power Living* (May 2012),
 - Canal 3.24 (TV, February 26, 2007),
 - *Tele5* (Barcelona, February 13, 2007),
 - *La Contra de la Vanguardia* (May 19, 2007),
 - *El País* (February 10, 2007),
 - *Voce* (April 2007),
 - *Management Scope* (Netherlands, 2002),
 - *Cadena SER* (February 12, 2007),
 - *Radio Nacional de España* (February 9, 2007).