Steven D. Shaw, Ph.D.

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Research Agenda

My research explores how emerging technologies, from generative AI to genomics, are re-defining contemporary challenges in business and society.

Keywords: cognitive surrender, artificial intelligence, digital engagement, consumption

Academic Positions

2026 Assistant Professor - Marketing
King's Business School, **King's College London**

2026 Visiting Scholar - Marketing
The Wharton School of the University of Pennsylvania

2021 Postdoctoral Researcher - Marketing
The Wharton School of the University of Pennsylvania

Education

2021 Doctor of Philosophy - Marketing
University of Michigan, Ann Arbor

2021 Master of Arts - Statistics
University of Michigan, Ann Arbor

2014 Bachelor of Science - Honors Double Major in Genetics and Psychology
University of Western Ontario, Canada

2013 Bachelor of Science - Honors Specialization in Animal Behavior
University of Western Ontario, Canada

Manuscripts Under Review

Shaw, S. D. & Nave, G. Thinking—Fast, Slow, and Artificial: How AI is reshaping human reasoning and the rise of cognitive surrender.

- SSRN: https://ssrn.com/abstract=6097646
- Media: The Washington Post, The Economist, TIME, The New York Times, Forbes, and others.
- Podcasts: Marketplace Tech, AI Rounds, You Are Not So Smart, Ripple Effect
- Cited in a U.S. Senate hearing on Artificial Intelligence and K–12 Education.

Shaw, S. D., Venkatraman, V., & Yoon, C. Nothing voodoo about neuroforecasting: Identifying behavioral proxies that attenuate neural predictions and forecasts.

- SSRN: https://ssrn.com/abstract=5257565

Selected Works in Progress

Shaw, S. D. & Nave, G. Cognitive Surrender: A causal signature of deference to AI.

Shaw, S. D. & Nave, G. Using LLMs as stimulus engines to improve the generalizability of experiments.

Szaszi, B., ... **Shaw, S. D.**, Puntoni, S., Nave, G., & Dunn, E. Global happiness megastudy.

Shaw, S. D., TruAge Diagnostic, Daviet, R., & Nave, G. Disentangling the dimensions of aging in marketing; The role of biological aging in consumer preferences.

Shaw, S. D. Nostalgia marketing: Guiding the consumer home.

Selected Peer-Reviewed Publications

Shaw, S. D., Daviet, R., & Nave, G. (2026) Biological age and its value to marketing theory and practice. *Journal of Marketing* (conditionally accepted).

Knight, E., Nave, G., **Shaw, S. D.**, ... & Carre, J. M. (2026) Does testosterone affect cognitive reflection? Evidence from a double-blind, randomized controlled study of 1,000 participants. *Psychological Science* (conditionally accepted).

Giolla, E. M., ... **Shaw, S. D.**, Nave, G., & Ask, K. (In Press). CLIMR: Construal level international multilab replication project. *Advances in Methods and Practices in Psychological Science*.

Genevsky, A., Yoon, C., Lin, T-Y., **Shaw, S. D.**, & Knutson, B. (2025). The impact of affective congruence on charitable giving. *Social Cognitive and Affective Neuroscience, 20*(1), nsaf086.

Hostler, T. J., Poerio, G., ... **Shaw, S. D.**, & Zehetgruber, J. (2024) Research priorities for autonomous sensory meridian response (ASMR): An interdisciplinary Delphi study. *Multisensory Research, 37* (6-8), 499-528.

Shaw, S. D. & Nave, G. (2023). Don't hate the player, hate the game: Realigning incentive structures to promote robust science and better scientific practices in marketing. *Journal of Business Research, 167*, 114129.

Nahum-Shani, I., **Shaw, S. D.**, Carpenter, S. M., Murphy, S., & Yoon, C. (2022). Engagement in digital interventions. *American Psychologist, 77*(7), 836–852.

Shaw, S. D. & Bagozzi, R. P. (2018). The neuropsychology of consumer behavior and marketing. *Consumer Psychology Review, 1*(1), 22-40.

Awards, Grants, and Achievements

July 2026	Wharton AI & Analytics Initiative (2,000 USD)
July 2025	Wharton AI & Analytics Initiative (10,000 USD)
July 2024	Wharton AI & Analytics Initiative (12,000 USD)
Apr 2022	Penn/NIH PARC Data & Quartet Pilot Research Project (5,000 USD)
June 2020	AMA-Sheth Foundation Doctoral Consortium Fellow
Apr 2020	Indiana University Haring Symposium Fellow
Mar 2020	Temple Young Scholars Forum Research Award (2,000 USD)
July 2019	Ross School of Business Doctoral Research Grant (4,000 USD)
June 2019	Rackham Student Ally for Diversity Grant (5,000 USD)
May 2018	Social Sciences and Humanities Research Council of Canada (SSHRC) Doctoral Fellowship (20,000 CAD per year, 2 years)
May 2018	Milton G. and Josephine H. Kendrick Award (2,500 USD)
June 2016	People's Choice and 2nd Place - Ross IFIT Three Minute Thesis Competition
Aug 2015	Ross School of Business Fellowship (14,255 USD per year, 5 years)
Apr 2015	Ontario Graduate Scholarship (15,000 CAD; declined)
Apr 2014	Alexander Graham Bell Canada Graduate Scholarship (17,500 CAD; declined)
Oct 2013	Laurene Patterson Estate Scholarship (1,600 CAD)
Mar 2013	Natural Sciences and Engineering Research Council of Canada (NSERC) Undergraduate Summer Research Award (4,500 CAD)
2011-2014	UWO Dean's Honor List

Conference Presentations

July 2026	Open and User Innovation (OUI) Conference (Harvard)
May 2026	Human Expertise in the Age of AI (Babson College)
Aug 2025	American Marketing Association Summer Conference (Expert Panelist on New Data)
Sept 2024	Association for Consumer Research (Poster)
June 2024	The Advances in Social Genomics Conference (University of Wisconsin-Madison)
Oct 2023	Association for Consumer Research (Special Session Chair)
July 2023	Interdisciplinary Symposium on Decision Neuroscience (Temple University)
Oct 2022	Society for Neuroeconomics (x2)
May 2022	Theory + Practice in Marketing
Oct 2020	Association for Consumer Research (Special Session Chair)
Oct 2020	Society for Neuroeconomics
June 2020	Marketing Science
Apr 2020	50th Annual Haring Symposium (Discussant)
Mar 2020	Temple Young Scholars Interdisciplinary Forum
Mar 2019	Society for Consumer Psychology (Poster)
Oct 2018	Society for Neuroeconomics (Poster)
June 2018	Interdisciplinary Symposium on Decision Neuroscience (Poster)
Feb 2018	Society for Consumer Psychology (Poster)
Oct 2017	Consumer Neuroscience Symposium | Society for Neuroeconomics
Sept 2017	Ubicomp 2017
June 2017	Interdisciplinary Symposium on Decision Neuroscience (Stanford University; Poster)

Teaching Experience

Jan 2027	Lecturer - Marketing Analytics (MM 537) King's Business School, King's College London, UK
Jan 2026	Lecturer - Consumer Behavior (MKTG 2110) The Wharton School of the University of Pennsylvania
Nov 2024	Guest Lecturer - Consumer Neuroscience (MKTG 2380 & 7380) The Wharton School of the University of Pennsylvania
Nov 2023	Guest Lecturer - Consumer Neuroscience (MKTG 850; MBA) The Wharton School of the University of Pennsylvania
Jan 2021	Lecturer (Online) - Marketing Management (MKT 302) Ross School of Business, University of Michigan, Ann Arbor
Sept 2020	Instructional Support Specialist - Online MBA (MKT 533) Ross School of Business, University of Michigan, Ann Arbor
Jan 2018	Lecturer - Marketing Management (MKT 302) Ross School of Business, University of Michigan, Ann Arbor
2016-2021	Teaching Assistant Ross School of Business, University of Michigan, Ann Arbor Courses: • Summer 2019 & '20 - Strategic Brand Management (EMBA 607; R. Batra) • Winter 2019 & '20 - Marketing Engineering (MKT 630; F. Feinberg) • Winter 2019 - Marketing Management (MKT 300; S. Srna) • Fall 2018 - Marketing Management (MKT 503; Y. Orhan & E. Schwartz) • Fall (B) 2017 - Brand Management (MKT 603; R. Batra) • Fall (B) 2017 - Marketing Management (MKT 503; S. Sriram & E. Schwartz) • Winter 2017 - Marketing Management (MKT 300; D. Wooten) • Winter 2016 - Consumer Behavior (MKT 313; T. Vu)

Academic Service & Leadership

May 2019-Apr 2020
Student Ally on a Rackham Faculty Allies Diversity Grant
University of Michigan, Ann Arbor
Primary author on successful $40k grant application to strengthen diversity, equity, and inclusion (DEI) in the Ross PhD program. Helped implement new initiatives, including: DEI representation on student government, a DEI alumni speaker series, and cultural food events.

June 2020
Conference Moderator for INFORMS Marketing Science
Duke University, USA
Hosted Zoom sessions for conference presentation tracks and helped chairs/presenters with technical issues.

Sept 2019-Apr 2020
Mentor for Graduate Rackham International
University of Michigan, Ann Arbor
Helped international graduate students adjust to North American culture.

Oct 2018-Aug 2021
Ambassador for Planet Blue UM
University of Michigan, Ann Arbor
Serve as a sustainability champion in the UM community through education on living, learning, and working sustainably.

Sept 2016-Apr 2019
Mentor for Undergraduate Research Opportunity Program
University of Michigan, Ann Arbor
Mentored 4 freshman and sophomore students to successful research projects.

Sept 2018
Organizing Committee Assistant for
Interdisciplinary Symposium on Decision Neuroscience
University of Michigan, Ann Arbor
Involved with conference programming, including: conference documents and schedule, web design, advertising, and interfacing with Facilities (e.g., food, rooms, accommodations).

Oct 2016-Aug 2021
Panelist with the Office of Student Conflict Resolution
University of Michigan, Ann Arbor
Helping to promote a safe and scholarly community in which students can navigate conflict in a peaceful, socially just, and self-reflexive manner.

Sept 2015-June 2018
Ross PhD Forum - A student government organization
University of Michigan, Ann Arbor
Elected and served for 3 consecutive years.

- Social Chair (2017 - 2018)
- Facilities Chair (2016 - 2017)
- First-year Cohort Representative (2015 - 2016)

Professional Development

July 2023 | MindCORE Neuroeconomics Summer School
University of Pennsylvania, USA

Apr 2019 | Rackham Professional Development DEI Certificate
University of Michigan, Ann Arbor
Core workshops: Unconscious or Implicit Bias, Intercultural Awareness and Communication, Bystander Intervention, and Microaggressions.

June 2018 | Genomics for Social Scientists Workshop
University of Michigan, Ann Arbor
National Institutes of Health (NIH) - National Institute on Aging (NIA) funded and hosted by the Survey Research Center, Institute for Social Research.

Ad hoc Reviewer

Journal of Marketing
Journal of Business Research
Journal of Consumer Marketing
International Journal of Consumer Studies
Nature

Professional Affiliations

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
Society for Neuroeconomics