

# DANIELLA TURETSKI

Email: [dana.turetski@rotman.utoronto.ca](mailto:dana.turetski@rotman.utoronto.ca) | [LinkedIn: /in/dana-turetski](https://www.linkedin.com/in/dana-turetski) | [Website: daniellaturetski.com](http://www.daniellaturetski.com)

## ACADEMIC POSITIONS

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May 2020 – Present      Researcher, Behavioural Economics in Action at Rotman (BEAR)  
*Under the supervision of Prof. Dilip Soman*

## EDUCATION

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2021 – Present      **PhD – University of Toronto, Rotman School of Management**  
Behavioural Marketing  
*Committee: Prof. Dilip Soman (Co-Chair), Prof. Kristen Duke (Co-Chair)*

2017 - 2021      **BComm – University of Toronto, Rotman Commerce**  
Specialization in Management and Marketing, Minor in Economics

## RESEARCH INTERESTS

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consumer behaviour, judgment and decision-making, choice architecture, self-quantification,  
motivating health and wellness behaviour, consumer feedback

## PEER-REVIEWED JOURNAL PUBLICATIONS

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**Turetski, Daniella.**, Renante Rondina, Jordan Hutchings, Bing Feng, & Dilip Soman. (2023). An experimental investigation into whether choice architecture interventions are considered ethical. *Scientific Reports*, 13(1). <https://doi.org/10.1038/s41598-023-44604-7> \*Registered Report

## MANUSCRIPTS UNDER REVIEW AND WORK IN PROGRESS

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“Do mandated financial disclosures help people make better choices?”, with Asha Christensen, Karrie Chou, Matthew Hilchey, and Dilip Soman, *preparing for submission*

“Motivating Health and Wellness Behaviour”, with Jordan Hutchings and Cameron McCrae, *in progress*

“Anticipating Giving Feedback Changes Feedback”, with Kristen Duke and Melanie Brucks, *in progress*

“Mentally Rounding Time”, with Minwen Yang and Dilip Soman, *in progress*

“Why do people self-quantify?”, *in progress*

## PUBLISHED BOOK CHAPTERS

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**Turetski, Daniella**,\* Mimosa (Xiao) Zhao\*, Oceana Ding, Waleed Hussain, Sherry Ning, Dilip Soman. (2023). The Effect of Design Features on the Effectiveness of Cash Transfer Programs: A Behavioral Perspective. In S. Datta, D. Soman, & J. Zhao (Eds.), *Cash Transfers for Inclusive Societies: A Behavioral Lens*. University of Toronto Press

**Turetski, Daniella**\*, Renos Vakis. (2023). Behavioral Insights Can Help Improve Cash Transfer Programs. In S. Datta, D. Soman, & J. Zhao (Eds.), *Cash Transfers for Inclusive Societies: A Behavioral Lens*. University of Toronto Press

## ADDITIONAL PUBLICATIONS

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**Turetski, Daniella**. (2024). "Are Choice Architecture Interventions Considered Ethical?" *Rotman Management Magazine*

## SELECT AWARDS, HONORS, GRANTS, AND FELLOWSHIPS

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SJDM Student Poster Award: Honourable Mention	2023
Rotman Faculty Research Traineeship (\$5000)	2023
SJDM J. Frank Yates Scholarship (\$680)	2022
BEAR/BiOrg Research and Data Collection Grant (\$5,000)	2021
University of Toronto Fellowship (UTF) (\$85,000)	2021-2026
University of Toronto Tuition Fellowship (\$31,050)	2021-2026
CCMF Foundation National Fellowship (\$75,000)	2021-2026
1 <sup>st</sup> Place – BEAR x Manulife New Product Challenge (\$10,000)	2020
Leonard and Micki Moore Simpson Scholarship (\$10,000)	2020
The John Henry Pettit Scholarship (\$200)	2020
Michael J. Hare Award (\$500)	2020
1 <sup>st</sup> Place – RCIG Innovation Forum: Presented by CIBC (\$2,000)	2018

## TEACHING

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<b>Teaching Assistant</b>	2022 - present
<b>University of Toronto – Rotman School of Management &amp; UTM</b>	
<i>Marketing 1: Managing Customer Value (EMBA, GEMBA, MBA; Prof. D. Soman) – 8x</i>	
<i>Principles of Marketing (Undergrad; Profs. K. Duke, R. Catapano, D. Akchurina, C. Lee) – 8x</i>	
<i>Marketing and Behavioural Economics (Undergrad; M. Kim, Prof. D. Soman) – 2x</i>	

## ORGANIZED SYMPOSIA

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"Mic Check: Am I Getting Any (Useful) Feedback?", (with Kristen Duke), Society for Consumer Psychology, San Juan, Puerto Rico (2023)

"On ethics and sludge: Consumers' perceptions of and reactions to the use of behavioural science

by organizations” (with Dilip Soman), Association for Consumer Research, Denver, CO (2022)

## **CONFERENCE PRESENTATIONS** (\* = I PRESENTED)

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*Do mandated financial disclosures help people make better choices?*

Southern Ontario Behavioural Decision Research – Toronto, ON (2023)\*

Society for Judgment and Decision-Making – San Francisco, CA (2023)\* [poster]

- Student Poster Award (Honourable Mention)

*An Experimental Investigation into Whether Choice Architecture Interventions Are Considered Ethical.*

Association for Consumer Research – Denver, CO (2022)\*

*Anticipating Giving Feedback Changes Feedback*

Association for Consumer Research – Seattle, WA (2023)

Society for Consumer Psychology - San Juan, Puerto Rico (2023)

Society for Judgment and Decision-Making - San Diego, CA (2022)\*

## **SERVICE AND AFFILIATIONS**

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**Professional Affiliations:** Association for Consumer Research (ACR), Society for Judgment and Decision-Making (SJD), Society for Consumer Psychology (SCP), Society for the Science of Motivation (SSM)

**Mentorship:** Rotman Commerce Innovation Group (RCIG) alumni mentor

**Service:** Southern Ontario Behavioural Decision Research (SOBDR) Conference Logistics Committee (2023), Cash Transfer Program Conference Steering Committee (2021), BiOrg PhD Forum Steering Committee (2022)

## REFERENCES

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**Dr. Dilip Soman** (Committee Co-Chair)

Canada Research Chair in Behavioural Science and Economics; Director of BEAR; Marketing Professor  
University of Toronto – Rotman School of Management, BEAR

Email: [dilip.soman@rotman.utoronto.ca](mailto:dilip.soman@rotman.utoronto.ca)

**Dr. Kristen E. Duke** (Committee Co-Chair)

Assistant Professor of Marketing; Research Fellow

University of Toronto – Rotman School of Management, BEAR

Email: [kristen.duke@rotman.utoronto.ca](mailto:kristen.duke@rotman.utoronto.ca)