

DANIELLA TURETSKI

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ACADEMIC POSITIONS

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

EDUCATION

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

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

PEER-REVIEWED JOURNAL PUBLICATIONS

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

“How do mandated disclosures influence choice?” with Asha Christensen, Karrie Chou, Matthew Hilchey, and Dilip Soman, *preparing for submission*

“Anticipating Giving Feedback Changes Feedback”, with Kristen Duke and Melanie Brucks, *preparing for submission*

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

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

“Why do people drawn to self-quantification? Insights from the Quantified Self movement”, *in progress*

PUBLISHED BOOK CHAPTERS

- 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

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

SELECT AWARDS, HONORS, GRANTS, AND FELLOWSHIPS

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 st 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 st Place – RCIG Innovation Forum: Presented by CIBC (\$2,000)	2018

TEACHING

Teaching Assistant	2022 - present
University of Toronto – Rotman School of Management & UTM	
<i>Marketing 1: Managing Customer Value (EMBA, GEMBA, MBA; Prof. D. Soman) – 12x</i>	
<i>Principles of Marketing (Undergrad; Profs. K. Duke, R. Catapano, D. Akchurina, C. Lee, S. Knight) – 8x</i>	
<i>Marketing and Behavioural Economics (Undergrad; M. Kim, Prof. D. Soman, MBA; Prof. K. Duke) – 3x</i>	

ORGANIZED SYMPOSIA

- “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)

How do Mandated Disclosures Influence Choice?

Behavioral Decision Research in Management (BDRM) – Chicago, IL (2024)

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

- *Student Poster Award (Honourable Mention)*

- *Doctoral Symposium; Invited Presenter*

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

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

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

Anticipating Giving Feedback Changes Feedback

Behavioral Decision Research in Management (BDRM) – Chicago, IL (2024)*

Association for Consumer Research (ACR) – Seattle, WA (2023)

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

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

SERVICE AND AFFILIATIONS

Professional Affiliations: Association for Consumer Research (ACR), Society for Judgment and Decision-Making (SJDM), 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

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

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

Assistant Professor of Marketing; Research Fellow

University of Toronto – Rotman School of Management, BEAR

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