

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, motivation, framing effects

PEER-REVIEWED JOURNAL PUBLICATIONS

Turetski, Daniella, Renante Rondina, Jordan Hutchings, Bing Feng, and Dilip Soman, “An Experimental Investigation Into Whether Choice Architecture Interventions Are Considered Ethical.” *In-Principle Acceptance at Scientific Reports*. *[Registered Report](#)

MANUSCRIPTS UNDER REVIEW AND WORK IN PROGRESS

“Do mandated financial disclosures help people make better choices? The effect of information salience on attention and choice.”, with Karrie Chou, Matthew Hilchey, Asha Christensen, and Dilip Soman, *preparing for submission*

“Anticipating giving feedback changes feedback”, with Kristen Duke and Melanie Brucks, *in progress*

“Information selection choices in consumer feedback”, with Jingqi Yu, *in progress*

“Integrating Conflicting Scientific Evidence”, with Isabel Ding, Catherine Yeung, and Dilip Soman, *in Progress*

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

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

PUBLISHED BOOK CHAPTERS

Turetski, Daniella,* Mimosa (Xiao) Zhao*, Dilip Soman. (*forthcoming*). 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. (*forthcoming*). 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

SELECT AWARDS, HONORS, GRANTS, AND FELLOWSHIPS

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) – 5x</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) – 1x</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)

Do mandated financial disclosures help people make better choices? The effect of information salience on attention and choice.

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

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

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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