David Dolifka

Eccles School of Business | 1655 Campus Center Dr, Salt Lake City, UT 84112
david.dolifka@eccles.utah.edu | (213) 444-2010 | Office 8201

Employment

Assistant Professor, Eccles School of Business	Mar 2025 – Present
Instructor, Eccles School of Business	Jul 2024 – Mar 2025

Education

Ph.D.	University of California, Los Angeles Marketing (Consumer Behavior)	2025
B.A.	Middlebury College, *Summa cum Laude* Economics, *Honors*	2013

Research Interests

Consumer Financial Decision Making, Economic Psychology, Mental Accounting, Income Inequality, Budgeting

Publications (* *Denotes equal authorship*)

Dolifka, David*, Katherine L. Christensen*, and Franklin Shaddy (2025), "Highlighting Opportunities (Versus Outcomes) Increases Support for Economic Redistribution" *Social Psychological and Personality Science*, 16(4), 422-432.

Carpenter, Jeffrey*, and David Dolifka* (2017), "Exploitation Aversion: When Financial Incentives Fail to Motivate Agents," *Journal of Economic Psychology*, 61, 213-224.

Working Papers

Dolifka, David, and Stephen A. Spiller. "Budgeting Shifts Consumption Toward Categories with Higher Average Value," *Under 3rd round review at Journal of Consumer Research.*

Dolifka, David. "Happy Workers are 'Rich' Consumers: Work Wellbeing Increases Discretionary Spending," *Preparing for 3rd round review at Journal of Consumer Research.*

Smith, Stephanie*, and **David Dolifka***. "Qualtrics Mouse-Tracking: Method and Validation," *Preparing for 2nd round review at Journal of Marketing Research.*

Dolifka, David, Stephanie M. Smith, and Stephen A. Spiller. "Spending Responses to Income vs. Balance Information," *Preparing for initial submission at Journal of Marketing Research.* (manuscript available upon request)

Dolifka, David, and Hatef Noorzad. "Conducting Experimental Research on Shopify," *Working paper available* at https://ssrn.com/abstract=4451011.

Dolifka, David, and Ho Joon Kim. "Acquiescence in Prediction Markets," *Preparing for initial submission at Management Science.* (manuscript available upon request)

Gu, Tianyu, and **David Dolifka.** "Specification Curve Analysis for Model Building and Reporting," *Preparing for initial submission at Marketing Science*.

Selected Works in Progress

Dolifka, David. "Consumer Responses to Potential AI Displacement," *Data collection.*

- Monthly survey administered since summer of 2025

Dolifka, David, and Elizabeth Friedman. "Posting and Tracking Mental Book Value Under Bundled Accounts," *Data collection.*

Dolifka, David, and Maria Giulia Trupia. "Outsourced Discounts: The Effect of Non-Seller Rebates on Price Expectations," *Data Collection.*

Beckstrom, Ron, and **David Dolifka**. "Price Bundling: A Conceptual Framework," *Data collection*

Teaching Experience

MKTG 6190 (Executive MBA Marketing): Instructor (Winter 2026 – Present)

- MKTG 6190 (2026)
  - Course Evaluations: Min = Max = Mean = **6.0/6.0**
  - **Highest-ever first-year evaluation in program history**
  - **Highest-ever ratings for a marketing class in program history**

MKTG 4020 (Undergraduate capstone course): Instructor (2024 – Present)

- MKTG 4020-1 (2025)
  - Course Evaluations: Min = Max = Mean = **5.0/5.0**
- MKTG 4020-2 (2025)
  - Course Evaluations: Min = Max = Mean = **5.0/5.0**
- MKTG 4020-1 (2024)
  - Course Evaluations: Min = Max = Mean = **5.0/5.0**
- MKTG 4020-2 (2024)
  - Course Evaluations: Min = Max = Mean = **5.0/5.0**

MKTG 4999 (Undergraduate thesis advising course): Instructor (2025 – Present)

- MKTG 4999 (2026 Spring)
    - Course Evaluations: Min = Max = Mean = **5.0/5.0**

MKTG 411 (MBA Marketing): Teaching Assistant (2019-2023)

- MKTG 411 (2023)
    - Course Evaluations: Min = Max = Mean = **5.0/5.0**

PhD Student Mentorship

- Dissertation Chair: Ron Beckstrom (2026)
- Dissertation Chair: Hatef Noorzad Dolatabadi (expected 2030)
- Dissertation Committee Member: Surabhi Jain (2026)

Undergraduate Student Research and Thesis Advising

Levetan, Elliot, and **David Dolifka** "How Consumers Respond to Contingent Rewards Frame as Money vs. Gifts," *RANGE Journal*, July 2026. (Undergraduate research journal)

Select Honors and Awards

- Marvin J. Ashton Memorial Award for Outstanding Teaching at the David Eccles School of Business at the University of Utah (2025)
- Xavier Drèze Award for PhD research at UCLA Anderson (2024)
- Dissertation Year Fellowship: Competitive one-year, $38,000 fellowship (2023)
- AMA Sheth Doctoral Consortium Fellow (2022)

Selected Research Grants

David Eccles School of Business Scholarly Research Grant **($7,000)** (2026)

Marvin J. Ashton Endowed Teaching Award **($2,000)** (2025)

The Price Center for Entrepreneurship & Innovation (**$10,000**) for "Happy Workers are 'Rich' Consumers: Work Enjoyment Increases Consumer Spending." (2023)

The Fink Center for Finance (**$10,000**) for "The Mental Accounting of Consumers' Stock Returns" *With Eitan Rude and Stephen A. Spiller.* (2022)

The Morrison Family Center for Marketing Studies & Data Analytics (**$3,700**) for "The Mental Accounting of Consumers' Stock Returns" *With Eitan Rude and Stephen A. Spiller.* (2022)

The Morrison Family Center for Marketing Studies & Data Analytics (**$2,500**) for "Consumer Tipping for Robot-Assisted Services: The Role of Observability," *With Neha Nair and Franklin Shaddy.* (2022)

The Morrison Family Center for Marketing Studies & Data Analytics (**$4,500**) for "Spending Responses to Income vs. Balance Information." *With Stephanie Smith and Stephen Spiller.* (2021-2022)

The Price Center for Entrepreneurship & Innovation (**$7,000**) for "Happy Workers are 'Rich' Consumers: Enjoyable Work Increases Subjective Income." (2021)

The Morrison Family Center for Marketing Studies & Data Analytics (**$2,500**) for "Is Money More Valued than Time in Cost Transparent Pricing?" *With Neha Nair and Franklin Shaddy.* (2021)

The Ziman Center for Real Estate (**$2,500**) for "Increasing Homeownership Through Behavioral Nudges". *With David Zimmerman.* (2021)

The Morrison Family Center for Marketing Studies & Data Analytics (**$2,000**) for "Chasing Consumer Surplus: Average Value Attracts Budget Allocations." *With Stephen Spiller.* (2020)

The Morrison Family Center for Marketing Studies & Data Analytics (**$2,500**) for "Predicting Support for Redistributive Policy with Disadvantaged Babies and Lazy Adults." *With Katherine L. Christensen and Franklin Shaddy.* (2020)

Conference Presentations (Including co-author presented talks, marked with *)

*Conducting Experimental Research on Shopify**. With Hatef Noorzad. Intermountain Marketing Conference, April 2026.

*Qualtrics Mouse-Tracking**. With Stephanie Smith. Society for Consumer Psychology, March 2026.

*Qualtrics Mouse-Tracking**. With Stephanie Smith. Society for Judgment and Decision Making, Nov 2025.

Consumer Responses to Income vs. Balance Information. With Stephanie Smith and Stephen A. Spiller. Association for Consumer Research, Oct 2025.

*The Mental Accounting of Consumers' Stock Returns**. With Eitan Rude and Stephen A. Spiller. Poster, Association for Consumer Research, Oct 2023.

Happy Workers are "Rich" Consumers: Enjoyable Work Increases Consumer Spending. Poster at Boulder Conference for Financial Decision Making, May 2023.

Budgets Favor Categories with Higher Average Values. With Stephen A. Spiller. Society for Consumer Psychology, Mar 2023.

Happy Workers are "Rich" Consumers: Enjoyable Work Increases Consumer Spending. Society for Consumer Psychology, Mar 2023.

Spending Responses to Income vs. Balance Information. With Stephanie M. Smith and Stephen A. Spiller. Poster, Society for Judgment and Decision Making, Nov 2022.

Spending Responses to Income vs. Balance Information. With Stephanie M. Smith and Stephen A. Spiller. Poster, Boulder Conference for Financial Decision Making, May 2022.

Spending Responses to Income vs. Balance Information. With Stephanie M. Smith and Stephen A. Spiller. Society for Consumer Psychology, Mar 2022.

Happy Workers are "Rich" Consumers: Enjoyable Work Inflates Subjective Income. Poster, Society for Judgment and Decision Making, Jan 2022.

Chasing Consumer Surplus: Average Value Attracts Budget Allocations. With Stephen A. Spiller. Association for Consumer Research, Oct 2021.

Happy Workers are "Rich" Consumers: Enjoyable Work Inflates Subjective Income. Association for Consumer Research, Oct 2021.

Keeping Track of What's Deserved When Personal Finances Grow. With Stephen A. Spiller. Poster, Association for Consumer Research, Oct 2020.

Go With the Flow: Framing Gains as Flows vs. Stocks Increases Anticipated Spending. With Stephen A. Spiller. Poster, Association for Consumer Research, Oct 2019.

Invited Talks

Columbia University (October 2023)
University of Colorado (September 2023)
University of British Columbia (September 2023)
University of Utah (September 2023)
University of Cincinnati (September 2023)
University of Indiana (October 2021)