

# Jonathan W. Leland

## CONTACT

Current  
Dipartimento di Informatica e Studi Aziendali  
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## EDUCATION

*Ph.D. Economics*, University of California, Los Angeles, 1986.

Doctoral Dissertation - "Individual Choice Under Uncertainty: Finite Discriminatory Ability and Systematic Deviations from 'Strict' Rationality". University of California, Los Angeles, 1986.

Fields - Monetary Theory, Industrial Organization, Urban Economics.

*C. Phil. (A.B.D.) / M.A.*, Economics, University of California, Los Angeles, 1985/1982.

*A.B.* Economics, Occidental College, 1979. (Magna Cum Laude)

## EMPLOYMENT

**Visiting Professor – University of Trento** – Research and teaching in behavioral economics and business strategy and industrial organization. 9/2004 - Present

**Program Director -- National Science Foundation** -- Direct and administer the Decision, Risk and Management Science program, a \$5,100,000 per year program funding basic scientific research in the areas of decision making, risk analysis and communication, and organizational and management science. 9/2003 – 9/2004

**Member of the Research Staff (& Adjunct Professor) – IBM T.J. Watson Research Center (& IBM Advanced Business Institute)** -- Research in business strategy, individual and group decision making, technology adoption, evolutionary models of competition and the role of experimental methodologies in management science. 4/99 – 7/2003

**Research Analyst -- The Center for Naval Analyses (CNA)** -- Research and policy analysis on issues associated with organizational “Core” capabilities, pricing, outsourcing, defense downsizing, and industrial base needs. 9/98-3/99 & 9/93 - 6/95

**Program Director (rotator) -- National Science Foundation** -- Directed and administered the Decision, Risk and Management Science program. 7/95 - 8/98

**Assistant Professor of Economics and Decision Making -- Carnegie Mellon University** -- Conducted research and taught courses in economics, decision making, policy analysis and organizational behavior/industrial organization in the Department of Social and Decision Sciences (and Graduate School of Industrial Administration, 1986-1989). 9/86 - 6/93

**Economist -- Science Applications International Corporation** –Research on risk perceptions associated with and economic impact of proposed nuclear waste repository at Yucca Mountain, Nevada. 10/84 - 06/86

## RECENT HONORS

**'Rientro dei cervelli' Research Fellowship** - Italian Ministry for Education, University and Research (MIUR), 2004.

**Time Sharing Experiments for the Social Sciences (TESS) Special Competition Winner**

-- Game Responses as Survey Instruments: Measuring the Constituents of Social Capital, with Daniel Houser and Jason Shachat, 2003.

**National Research Council Senior Research Associate** – National Institute of Neurological Disorders and Stroke – Approved 1998.

## RESEARCH INTERESTS

**General** -- Behavioral Decision Theory/ Experimental Economics/ Industrial Organization/Organizational Science

**Specific** -- Models of rational and irrational Behavior  
Role of cognitive and experiential limitations in decision making  
Models and consequences of trust and other-regarding preferences  
Determinants of technology adoption

## ACADEMIC PUBLICATIONS

Experimental Tests of the Somatic Marker Hypothesis (with Dr. Jordan Grafman), **Games and Economic Behavior**, forthcoming.

Trust, the Internet and the Digital Divide, with H. Haug, C. Keser and J. Shachat, **IBM Systems Journal**, VI. 42, No. 3, 2003.

Similarity Judgments and Anomalies in Intertemporal Choice, **Economic Inquiry** Vol. 40, No. 4, October 2002, 574-581.

Assessing Decision Making Deficits among the Mentally Retarded – A Behavioral Decision Theoretic Approach, (with Dr. Robyn Dawes), **Committee on Disability Determination for Mental Retardation, National Research Council**. 2001.

Similarity Judgments in Choice Under Uncertainty: A Re-interpretation of the Predictions of Regret Theory, **Management Science**, 1998, VI. 44, No. 5, pp. 659-672.

Generalized Similarity Judgments: An Alternative Explanation for Choice Anomalies. **Journal of Risk and Uncertainty**, 1994, VI. 9, pp. 151-172.

Embedding Effects: Stimulus Representation and Response Modes, with B. Fischhoff, M.J. Quadrel, M. Kamlet, R. Dawes, P. Fischbeck, S. Klepper, & G. Loewenstein. **Journal of Risk and Uncertainty**, 1993, VI. 6, pp. 211-234.

Informal Reasoning in Decision Theory, in J.F. Voss, D.N. Perkins, and J.W. Segal eds., **Informal Reasoning and Education**, Lawrence Erlbaum Associates, Inc., 1991.

## **REPRESENTATIVE CORPORATE PUBLICATIONS**

Sources of Growth in the Costs of Depot Level Repair (DLR) of Components, with Jim Jondrow and John Hall, CNA Research Memorandum (CRM) 98-154.09, October 1998.

Working Capital Funds in DoD: Making Them Work, with Samuel Kleinman and R. Derek Trunkey, CRM 98-135.50, September 1998.

Evaluating Options for Privatization of Depot Maintenance Facilities, CRM 95-107, March 1995.

Core Methodology - A Critique and Generalization, CRM 95-33, March 1995.

The Depot Maintenance Issue, CRM 95-34, March 1995.

Privatization of East Coast Submarine Battery Replacement, CRM 95-51.10, March 1995.

Downsizing the Defense Industrial Base and Implications for U.S. Shipbuilding, CRM 94-172, October 1994.

Issues Concerning Public and Private Provision of Depot Maintenance, with J. Keenan, S. Kleinman, C. Tighe and M. Tripathi, CRM 94-65, April 1994.

Evaluating the Gains from Consolidating Flight Training Bases, CRM 94-12, March 1994.

## **WORKING PAPERS / MANUSCRIPTS**

How to Measure Trust and Trustworthiness (with Daniel Houser and Jason Shachat).

Similarity, Uncertainty and Time – Tversky (1969) Revisited (under revision, *Organizational Behavior and Human Decision Processes*), 2002.

The “Nothing to Gain/Nothing to Lose” Effect - Gambling and Insurance Purchase, manuscript, with Dr. Patrick Sileo, 1998.

Evaluating Options for Privatizing Depot Maintenance Facilities, manuscript, 1995.

Similarity Judgments, Violations of Stationarity, and Reflection Effects in Intertemporal Choice, manuscript, 1994.

The Concept of “Core” Capabilities in Defense - A Contracting Perspective, manuscript, 1994.

Reconciling Transactions Cost Explanations for Vertical Integration - Coase and the Coasians, manuscript, 1994.

Similarity Judgments and Intransitive Choice - Reversing Tversky (1969), Carnegie Mellon University Working Paper, 1992.

Similarity Judgments, Intransitivities, and the Preference Reversal Phenomenon, Carnegie Mellon University Working Paper, 1992.

The Role of Information Processing and Experiential Limitations in Choice Under Uncertainty, Carnegie Mellon University Working Paper, 1992.

The "Nothing to Gain/Nothing to Lose" Effect - An Expected Utility Compatible Explanation for Risk Preference Paradoxes, Carnegie Mellon University Working Paper, 1991.

A Theory of "Approximate" Expected Utility Maximization, Carnegie Mellon University Working Paper, 1990.

The "Nothing To Gain/Nothing to Lose" Effect - A Preliminary Investigation, Carnegie Mellon University Working Paper, 1988.

Estimating Equations and Analysis for New Model Aircraft, with S.A. Krasinski and M.F. Masters. McDonnell Douglas Corporation, 1979. Report #I 85361.

## **CONFERENCE PRESENTATIONS**

Similarity, Uncertainty and Time – Tversky (1969) Revisited  
Conference on Decision, Risk and Human Error, January 2004.

Experimental Tests of the Somatic Marker Hypothesis  
Economic Sciences Association, June 2003

Measuring Trust and Trustworthiness  
International Conference on Trust and Entrepreneurial Behaviour in East and West European Economies, September 2003

Deciphering Descarte's Error - Decision Making and Cognitive Neuroscience  
Society for Judgment and Decision Making, November 2003  
19<sup>th</sup> Conference on Subjective Probability, Utility and Decision Making, August 2003  
IBM Almaden Research Laboratory, May 2003  
National Science Foundation, April 2003  
Economic Sciences Association, May 1998  
University of Trento, May 1998

Does Trust Matter?  
IBM Privacy Institute Conference, April 2002

The Role of Trust in Electronically Mediated Environments  
IBM Workshop of Business Modeling and Simulation, January 2001

Similarity Judgments: Toward a Theory of Anomalies  
Behavioral Decision Theory in Management Conference, June 1998  
4th Annual French Meeting of Experimental Economics, May 1998  
University of Trento, May 1998  
European Association for Decision Making, August 1997  
The Southern Economic Association, November 1996  
The Society for Judgment and Decision Making, October 1996

What Are "Core" Capabilities?  
The Rand Corporation, October 1996

Evil, Addiction, and the Allais Paradox

IBM Watson Laboratory, October 1998

The National Institute of Health, May 1997.

The National Science Foundation, April 1995.

The American Economic Association, January 1995.

The Society for Judgment and Decision Making, November 1993.

Battelle Pacific Northwest Laboratories, May 1993.

Defense Resource Management Institute, May 1993.

Carnegie Mellon University, April 1993.

Center for Naval Analyses, April 1993.

Toward a Prescriptive Theory of Contractual and Organizational Structure

The Western Economic Association, July 1994.

Similarity Judgments and Violations of the Expected Utility Hypothesis

University of Pittsburgh, November 1992.

The Economic Science Association, October 1992.

Similarity, Intransitivity, and the Preference Reversal Phenomenon

California Institute of Technology, June 1992.

Eastern Economic Association, March 1992.

The "Nothing to Gain/Nothing to Lose" Effect

Behavioral Decision Research in Management Conference, University of Pennsylvania, June 1990.

Indiscriminability in Evaluation: An Approximate Expected Utility Resolution to Expected Utility Violations

Fifth International Conference on the Foundations and Applications of Utility, Risk, and Decision Theories, Duke University, June 1990.

If I Can't Try, How Can I Know If I'll Like It?

Bayesian Research Conference, February 1989.

Approximate Expected Utility Theory and the Nothing to Gain/Nothing to Lose Effect

University of California-Irvine, February 1989.

Errors In Evaluation of Risky Prospects and Violations of the Expected Utility Hypothesis

ORSA/TIMS Meetings, April 1988.

Informal Reasoning in Decision Theory

Center for the Study of Learning, Learning Research and Development Center, University of Pittsburgh, March 1987.

## **GRANTS**

"Game Responses as Survey Instruments: Understanding the Constituents of Social Capital." Time Sharing in the Social Sciences (TESS) Project Special Competition Winner.

"Experimental Tests of the "Nothing to Gain/Nothing to Lose" Effect." Carnegie Mellon University Faculty Development Award.

"The Role of Payoff Magnitudes in Eliciting Cooperation in the Prisoner's Dilemma." Funded through a Sloan Foundation Grant to the Center for Political Economy, Carnegie Mellon University.

## **REFEREING AND REVIEWING SERVICES**

National Science Foundation - Decision, Risk, and Management Science Program.

The American Economic Review.

The Economic Journal

Journal of Economic Behavior and Organization

Management Science

Organizational Behavior and Human Decision Processes

Journal of Experimental Social Psychology

Multivariate Behavioral Research

Thinking and Reasoning

IBM Systems Journal

Entrepreneurship Theory and Practice

Repatriated Prisoner of War Study – Robert E. Mitchell Center for Prisoner of War Studies

IBM Research Fellowship Committee

## **TEACHING EXPERIENCE**

Industrial Organization and Business Strategy – an advanced undergraduate level course applying research in industrial organization to questions of business strategy and management.

Determinants of Technology Adoption – short courses for executives on issues associated with technology adoption.

Decision Making - a core course for freshman applying models of individual choice and game theory to social issues.

Behavioral Decision Theory - an advanced undergraduate and graduate level course on topics in behavioral decision theory.

Policy Analysis I - an intermediate level microeconomics course with emphasis on policy implications of theory.

Economics of the Enterprise - an advanced level undergraduate course on theories of industrial organization and organizational behavior.

Intermediate Microeconomics

## **ADMINISTRATIVE EXPERIENCE**

2003-present & 1995 – 1998, Program Director, Decision, Risk and Management Science Program, National Science Foundation.

1994-1995, Center for Naval Analysis Point of Contact, Commission on Roles and Missions of the Armed Forces -- Depot Maintenance Issue.

1988 – 1990, Graduate Admissions Committee, Department of Social and Decision Sciences.

1987 – 1990, Ph.D. Program Planning Committee, Department of Social and Decision Sciences.

1990, Experimental Laboratory Committee, Department of Social and Decision Sciences.

## **REFERENCES**

Robyn Dawes, University Professor, Department of Social and Decision Sciences, Carnegie Mellon University, Pittsburgh, Pennsylvania, 15213-3890. (412-268-2055)

Steven Klepper, Professor of Economics, Department of Social and Decision Sciences, Carnegie Mellon University, Pittsburgh, Pennsylvania, 15213-3890. (412-268-3235)

Samuel Kleinman, Vice President – Resource Analysis Division, CNA Corporation, Alexandria, Virginia, 22302 (703-824-2000)

Axel Leijonhufvud, Professor of Economics, Department of Economics, UCLA, Los Angeles, California, 90024. (310-825-4126)

David K. Levine, Chair and Armen Alchian Professor of Economic Theory, Department of Economics, UCLA, Los Angeles, California, 90024. (310-825-3810)

Jeryl R. Mumpower, Associate Provost, Rockefeller College of Public Affairs, University at Albany, SUNY, 12222 (518-442-4000)

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