

MALENA DE LA FUENTE

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EDUCATION

UCLA Anderson School of Management, Los Angeles **September 2018 – present**

PhD (in progress): Behavioral Decision Making

Dissertation Adviser: Keith Chen

Dissertation Committee Members: Franklin Shaddy, Hal Hershfield, and Cassie Mogilner Holmes

Princeton University, Princeton, NJ

May 2016

A.B. with High Honors

Major: Psychology, *Minor:* Computer Science

Thesis Adviser: Susan Fiske

Thesis Title: “How Does Crossed Categorization Affect Intergroup Bias?”

RESEARCH INTERESTS

Financial decision-making, morality and behavioral ethics, partisanship/discrimination and intergroup interaction, “big data”/analytics methodology

PEER-REVIEWED RESEARCH

De La Fuente, M., & Shaddy, F. (2022). “Why do consumers repay time-barred debt? How moralization increases the self-diagnostics of repayment decisions” Invited revision, *Journal of Consumer Research*.

Chen, M.K., **De La Fuente, M.**, Long, E., & Zhuo, Y. (2021). “Partisan Responses to COVID-19 Government Restrictions: Evidence from Individual Smartphone Mobility Data.” Invited revision, *Management Science*.

Nicolas, G., **De La Fuente, M.**, & Fiske, S. T. (2017). “Mind the overlap in multiple categorization: A review of crossed categorization, intersectionality, and multiracial perception.” *Group Processes & Intergroup Relations*, 20(5), 621-631.
doi:10.1177/1368430217708862

WORKS IN PROGRESS

“Real-world evidence of mortality salience: How earthquakes affect church attendance and intergroup interaction” – **de la Fuente, M.**, Zhuo, Y., & Chen, M.K.

“Does church attendance increase repayment of unenforceable debt?” – **de la Fuente, M.** & Shaddy, F.

“Moralizing savings decisions” – **de la Fuente, M.** & Shaddy, F.

INVITED TALKS AND CONFERENCES **indicates presenter*

***De La Fuente, M.,** & Shaddy, F. “Why do consumers repay time-barred debt? How moralization increases the self-diagnostics of repayment decisions,”

- *Boulder Summer Conference on Consumer Financial Decision Making*, poster, May 2022
- *Society for Judgment and Decision-Making*, online talk, February 2022
- *Association of Consumer Research*, online talk, October 2021

AWARDS AND FELLOWSHIPS

Price Center for Entrepreneurship and Innovation, UCLA **2022**
\$5,000 Research Grant

Eugene V. Cota-Robles Fellowship, UCLA **2018 – 2022**
\$25,000 for years 1 and 4 of PhD program

Summer Doctoral Fellows Program, Anderson School of Management **2019 – 2022**
\$6,000 per summer of PhD program

TEACHING EXPERIENCE AND AWARDS

Graduate Teaching Assistant, UCLA **2020 – present**
Competitive Analytics, Technology Analytics, Introduction to Choice Architecture,
Marketing Management

Girls Who Code Mentor, BlackRock, Inc. **June – August 2017**
Mentored high school girls in the Girls Who Code summer program at BlackRock,
teaching coding principles, helping plan final projects, and helping with college
applications.

Outstanding Student Teaching Award, Princeton University **May 2016**
In distinguished recognition of hard work, devotion, and a commitment to
excellence in student teaching in Computer Science.

Undergraduate Teaching Assistant, Princeton University **January 2015 – May 2016**
Taught undergraduate students in additional help sessions for introductory computer
science classes and helped them debug code for homework assignments.

WORK EXPERIENCE

Software Engineer, Blackrock Inc., New York City **August 2016 – August 2018**

- Worked on a platform for reporting clients' financial data efficiently and created a tool for users to search for financial data in BlackRock's internal system, with tools to filter and visualize the data
- Rebuilt the software release tool to improve UI and increase reliability of releases
- Built an application for automatic testing of APIs before publishing

Software Engineering Intern, BlackRock Inc., New York City **Summer 2015**
Wrote programs to collect system statistics and analyze the data, wrote a server using Apache Storm to take in and process real-time streaming market stock prices.

Junior Fellow, National Center for Education Statistics, Washington, D.C. **Summer 2014**
University of Maryland Joint Program in Survey Methodology
Researched, ran experiments, and wrote a paper on nonverbal cues and interviewer effects during cognitive testing. Used advanced statistics to analyze data.

SKILLS

Programming: Java, R, C, Python, SQL, Javascript, AngularJS, CSS/HTML, STATA

Languages: Spanish (native speaker), French (near-native fluency), German (intermediate)