

Curriculum Vita

James Sundali

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Academic Positions:

Date	Rank	University/Department
Current – 2014	Full	University of Nevada, Reno / Managerial Sciences
2014 – 2000	Associate	University of Nevada, Reno / Managerial Sciences
1999-1997	Assistant	University of Nevada, Reno / Managerial Sciences
1997 - 1995	Assistant	Kent State University / Administrative Sciences
1995 - 1994	Visiting	Kent State University / Administrative Sciences

Educational History:

Degree	Date	University
Ph.D.	1995	University of Arizona Major: Management and Policy Minor: Finance Dissertation Advisor: Amnon Rapoport
MBA	1990	California Polytechnic State University, San Luis Obispo
BS	1985	California Polytechnic State University, San Luis Obispo Major: Economics

Teaching Interests:

Business strategy and policy; managerial and leadership insights from film and literature; judgment and decision making; bargaining and negotiation.

Research Interests:

Judgment and decision making; game theory; experimental economics; behavioral finance.

Significant Awards:

Graduate Faculty Excellence in Teaching Award, COBA, UNR - 2008

B.J. Fuller COBA Teaching Award, UNR - 2006
Thrifty Corporation MBA Finance Student of the Year, 1990
Member: Pi Gamma Mu - national social science honor society
Member: Beta Gamma Sigma - national business school honor society
Canyon High School Athlete and Scholar Athlete of the Year, 1981

Publications:

1. Safford, A., Sundali, J., Guerrer, F. (in press). Does experiencing a Crash make all the difference? An Experiment on the Depression Babies Hypothesis. Sage Open.
2. Papadovasilakia, D., Guerrero, F., Sundali, J. (in press). The effect of early and salient investment experiences on subsequent asset allocations—An experimental study. Journal of Behavioral and Experimental Finance. Available online 14 March 2018. <https://doi.org/10.1016/j.jbef.2018.03.002>
3. Wuthisatian, Rattaphon, Federico Guerrero, James Sundali, (2017) "Gain attraction in the presence of social interactions", Review of Behavioral Finance, Vol. 9 Issue: 2, pp.105-127, <https://doi.org/10.1108/RBF-09-2016-0062>
4. Papadovasikaki, D., Guerrero, F., Sundali, J., Stone, G. (2015). How important are early investment experiences on subsequent investment decisions? A laboratory experiment on asset allocation. *Managerial Finance.*, Vol. 41, Issue: 6, pp: 582-590.
5. Wieland, A., Sundali, J., Kimmelmeier, M., Sarin, R. (2014). Gender differences in the endowment effect: Women pay less, but won't accept less. *Judgment and Decision Making* 11/2014; 9(6):558-571.
6. Sundali, J. A., Safford, A.H., & Croson, R. (2012). The impact of near-miss events on betting behavior: An examination of casino rapid roulette play. *Judgment and Decision Making*, Vol. 7, No. 6, November 2012, pp. 768–778
7. Sundali, J.A., Stone, G.R., & Guerrero, F.L. (2012). The effect of setting goals and emotions on asset allocation decisions, *Managerial Finance*, Vol. 38 Iss: 11, pp.1008
8. Guerrero, F., Stone, G., & Sundali, J. (2012). Fear in asset allocation during and after stock market crashes: An Experiment in Behavioral Finance. *The Advances in Behavioral Finance & Economics*. Volume 2, Issue 1, Spring 2012, pp. 50-80
9. Sundali, J., Stone, G., Guerrero, F. (2011) The effect of setting goals and happy/sad face feedback on asset allocation decisions. 2011 Conference proceedings for the *Academy of Behavioral Finance and Economics*.

10. Guerrero, F., Stone, G., Sundali, J. (2011). Do stock market crashes cause fear in asset allocation: An experiment in behavioral finance. 2011 Conference proceedings for the *Academy of Behavioral Finance and Economics*.
11. Croson, R., Fox, M., & Sundali, J. (2009). Behavioral and Brain Measures of Risk-Taking. In Wolfe, A., Owens, E.C. (Eds.), *Mapping the American Moral Landscape*, pp. 115-146, Baylor University Press.
12. Sundali, J. & Guerrero, F. (2009). Managing a 401K account: An experiment on asset allocation. *Journal of Behavioral Finance*, Vol. 10 Issue 2, p108-124.
13. Sundali, J., Westerman, J., & Stedham, Y. 2008. Retirement satisfaction: The importance of stable income sources. *Journal of Behavioral and Applied Management*, 10(1), 18-46.
14. Sundali, J. & Croson, R. (2006). Biases in casino betting: The hot hand and the gambler's fallacy. *Judgment and Decision Making*, v1, n1, July, pp. 1-12.
15. Croson, R. & Sundali, J. (2005). The gambler's fallacy and the hot hand: Empirical data from casinos. *Journal of Risk and Uncertainty*, 30:3, 195-209.
16. Westerman, J. & Sundali, J. (2005). The transformation of employee pensions in the United States: Through the looking glass of organizational behavior. *Journal of Organizational Behavior*, 26, 99-103.
17. Sundali, J., & Seale, D. (2004). The value of cheap talk and costly signals in coordinating market entry decisions. *Journal of Business Strategies*. Spring, v21-1.
18. Sundali, J. & Seale, D. (2002). Is reciprocity necessary for co-opetition? Some experimental evidence. *Journal of Behavioral and Applied Management*, V4(1), 68-96.
19. Israeli, A., Adler, N., Mehrez A., Sundali, J. (2000). Investigating the use of advertising for communicating hotels' strategic assets. *Journal of Hospitality Leisure & Marketing*. V7, I3, 23-37.
20. Sundali, J., Israeli, A. and Janicki, T. (2000). Reputation and deterrence: Experimental evidence from the chain store game. *Journal of Business and Economic Studies*, V6, N1: 1-19.
21. Schneider, S.K. & Sundali, J. (1999). Curb-side recycling: Does it promote environmental responsibility? In Foddy, M., Smith, M., Schneider, S., & Hogg, M. (Eds.), Emerging solutions to social dilemmas. Philadelphia: Psychology Press.
22. Seale, D. & Sundali, J., (1999). Cheap talk in a large group coordination game. In Budescu, D., Erev, I., & Zwick R. (Eds.), Games and human behavior. Essays in honor of Amnon Rapoport, pp. 173-200, Lawrence Erlbaum Associates, New Jersey.

23. Rapoport, A., Seale, D., Erev, I., & Sundali, J., (1998). Equilibrium play in large group market entry games. *Management Science*, 44, 1, 119-141.
24. Atkins, A. & Sundali, J. (1997). Portfolio managers versus the darts...Evidence from the Wall Street Journal Dartboard Column. *Applied Economic Letters*, 4, 635-637.
25. Rapoport, A., Sundali, J., & Seale D. (1996). Ultimatums in two person bargaining with one sided uncertainty: Demand games. *Journal of economic behavior and organization*, 30, 173-196.
26. Rapoport, A. & Sundali, J. (1996). Ultimatums in two person bargaining with one sided uncertainty: Offer games. *International journal of game theory*, 25: 475-494.
27. Sundali, J. & Rapoport, A. (1996). Induction vs. deterrence in the chain store game: How many potential entrants are needed to deter entry? In Albers W., Güth W., Hammerstein P. Moldovanu B., & Van Damme E. (Eds.), Understanding strategic interaction: Essays in honor of Reinhard Selten, pp. 403-417, Springer-Verlag, Berlin.
28. Sundali, J., Rapoport, A. & Seale, D. (1995) Coordination in market entry games with symmetric players. *Organizational behavior and human decision processes*, 64, 2, 203-218.
29. Sundali, J. & Atkins, A. (1994). Expertise in investment analysis: Fact or fiction? *Organizational behavior and human decision processes*, 59, 223-241.

Teaching Experience:

Date and Location	Courses Taught
Present - 1997 - University of Nevada, Reno	Business Strategy and Policy Decision Making and Negotiation Managerial and Leadership Insights from Film And Literature Organizations and the Natural Environment Corporate Finance
1997 - 1994 Kent State University	Business Strategy and Policy Strategic Human Resource Management Introduction to Management
1994 - 1991 University of Arizona	Business Strategy and Policy Business, Government and Society Organizational Behavior
1990- California Polytechnic State University, San Luis Obispo	Introduction to Economics

Teaching Evaluations:

Term	BADM 781	BADM 729 DM& Neg	BADM 729 Humanist Leadership	MGT 496	MGT 496	MGT 491 DM&N	MGT 491 POS	FIN 301
Spring 18	3.6	3.44		3.68	3.68		2.84	
Fall 17	3.73					3.45		
Summer 17				3.77				
Spring 17								
Fall 16	3.88					3.85		
Summer 16								
Spring 16	3.23	3.67		3.64	3.64	3.04		
Fall 15	3.9					3.3		
Summer 15			NYC	3.5				
Spring 15	eMBA	3.6		3.8	3.8		3.0	
<i>Beginning in 2015, a new evaluation instrument was adopted and ratings are on a scale for 1-4</i>								
Fall '14	4.8					4.9		
Summer '14			NYC	4.9				
Spring '14	eMBA	4.8		4.7	4.6		4.4	
Winter '14				4.8				
Fall '13	4.8					4.7		
Summer '13			NYC					
Spring '13	4.6	4.7					4.4	
Winter '13				5				
Fall '12	4.6 & eMBA					4.4		
Summer '12			NYC	4.9				
Spring '12		4.5		4.7	4.4		4.2	
Winter '12				5				
Fall '11	4.8					4.6		
Summer '11			NYC	4.7				
Spring '11		4.9		4.6	4.8		4.6	
Fall '10	4.7					4.6		
Summer '10			NYC	4.7				
Spring '10		4.6		4.3	4.7		4.6	
Fall '09	4.5					4.6		
Summer '09			NYC	4.7	4.7			
Spring '09	4.8			4.5	4.1		4.2	
Fall '08	4.8	4.6				4.4		
Summer '08				4.9				
Spring '08	4.6			4.5	4.4		4.2	
Fall '07	5.0			4.5				
Summer '07				4.9				

Spring '07	4.8			4	4.2			
Fall '06			4.7	4.5				
Summer '06				4.5				
Spring '06	4.5			4.6	4.6			
Fall '05			4.7	4.5				
Summer '05				4.8				
Spring '05	4.67			4.4	4.5			
Fall '04				4.3		4.4		
Summer '04				4.7	4.8			
<i>Sabbatical</i>								
Fall '03		4.6		4.6				
Summer '03				4.8				
Spring '03	4.8			4.1	4.2			
Fall '02			4.8	4.5				
Summer '02				4.6				
Spring '02	4.6			4.3	4.4			
Fall '01			4.7	4.7				
Summer '01				4.1				
Spring '01	4.5			4.3	4.4			
Fall '00				4.1				3.8

*Beginning in the Fall of 2002 a new evaluation instrument was adopted by COBA. Question 34 reads: “Considering both the limitations and possibilities of the subject matter and course, how would you rate the overall teaching effectiveness of this instructor. (1 = Not at all effective, 5 = extremely effective)

Other Teaching:

The Humanist Leader, New York online/travel class

Online MBA Program, UNR – annually since 2012

Advanced Management Program - Strategic Management and Policy – every semester held since 1999

Advanced Management Program - Managerial Decision Making – every semester held since 1999

Executive Development Program – Gaming Institute – 2001-2005

London Study Abroad Program – Summer 2009

Bilbao, Spain USAC Study Abroad, Summer 2010