

# Adrian R. Camilleri

*Last updated 6 August 2025*

UTS Business School  
University of Technology Sydney  
14-28 Ultimo Road  
Ultimo, 2007, NSW  
Australia

adrian.camilleri@uts.edu.au

Office: +61 2 9514 3482

Mobile: +61 425 236 479

<https://www.AdrianRCamilleri.com>  
<https://profiles.uts.edu.au/Adrian.Camilleri>

## Education

- |             |   |
|-------------|---|
| 2008 - 2011 | PhD (Psychology).<br>Master of Psychology (Industrial/Organisational).<br>University of New South Wales, Australia. |
| 2004 - 2007 | Bachelor of Psychology (Honours), with the university medal.<br>University of New South Wales, Australia.           |

## Academic Appointments

- |                |   |
|----------------|---|
| 2023 - present | Associate Professor of Marketing.   |
| 2018 - 2022    | Senior Lecturer of Marketing.<br>UTS Business School, University of Technology Sydney, Australia. |
| 2014 - 2017    | Lecturer of Marketing.<br>College of Business, RMIT University, Australia.                        |
| 2011 - 2014    | Postdoctoral Research Scientist.<br>Fuqua School of Business, Duke University, USA.               |

## Editorial Appointments

- |                |   |
|----------------|---|
| 2020 - present | Editorial Review Board Member.<br>Organizational Behavior and Human Decision Processes. |
| 2024 - present | Editorial Review Board Member.<br>Journal of Social Impact in Business Research.        |

## Research Interests

Judgment and decision making; behavioural economics; choice architecture; choice under uncertainty; word-of-mouth; online consumer reviews; goals; motivation; sustainability; loyalty reward programs; gamification.

## **Publications**

### *Refereed Articles*

- O, E., Camilleri, A. R., & Newell, B. R. (2025). The impact of climate literacy and financial literacy on consumer willingness to decarbonise. *Australasian Marketing Journal*.
- Camilleri, A. R., Dankova, K., Ortiz Gomez, J. M., & Neelim, A. (2023). Increasing worker motivation using a reward scheme with probabilistic elements. *Organizational Behavior and Human Decision Processes*, 177, 104256.
- Camilleri, A. R. (2023). An investigation of big life decisions. *Judgment and Decision Making*, 18:e32, 1-29.
- Camilleri, A. R. & Sah, S. (2021). Amplification of the status quo bias among physicians making medical decisions. *Applied Cognitive Psychology*, 35(6), 1374-1386.
- Camilleri, A. R. (2021). Who doesn't read online consumer reviews, and why? *Personality and Individual Differences*, 179, 110954.
- Camilleri, A. R. (2020). The importance of online reviews depends on when they are presented. *Decision Support Systems*, 133, 113307.
- Camilleri, A. R., Cam, M., & Hoffmann, R. (2019). Nudges and signposts: The effect of smart defaults and pictographic risk information on retirement saving investment choices. *Journal of Behavioral Decision Making*, 32(4), 431-449.
- Hoffmann, R., Cam, M., & Camilleri, A. R. (2019). Deciding to invest responsibly: Choice architecture and demographics in an incentivised retirement savings experiment. *Journal of Behavioral and Experimental Economics*, 80, 219-230
- Camilleri, A. R. & Larrick, R. P. (2019). The collective aggregation effect: Aggregating potential collective action increases prosocial behavior. *Journal of Experimental Psychology: General*, 148(3), 550-569.
- Camilleri, A. R., Larrick, R. P., Hossain, S., & Patino-Echeverri D. (2019). Consumers underestimate the emissions associated with food but are aided by labels. *Nature Climate Change*, 9, 53-58.
- Camilleri, A. R. & Newell, B. R. (2019). Better calibration when predicting from experience (rather than description). *Organizational Behavior and Human Decision Processes*, 150, 62-82.
- Kidd, L. R., Garrard, G. E., Bekessy, S. A., Mills, M., Camilleri, A. R., Fidler, F., Fielding, K. S., Gordon, A., Gregg, E. A., Kusmanoff, A. M., Louis, W., Moon, K., Robinson, J. A., Selinske, M. J., Shanahan, D., & Adams, V. M. (2019). Messaging matters: A systematic review of the conservation messaging literature. *Biological Conservation*, 236, 92-99.

- Ungemach, C., Camilleri, A. R., Johnson, E. J., Larrick, R. P., & Weber, E. U. (2018). Translated attributes as choice architecture: Aligning objectives and choices through decision signposts. *Management Science*, 64(5), 2445-2459.
- Powell, A. E., Camilleri, A. R., Dobeles, A. R., & Stavros, C., (2017). Developing a scale for the perceived social benefits of sharing. *Journal of Consumer Marketing*, 34(6), 496-504.
- Camilleri, A. R. (2017). The format of product review score information influences preferences. *Journal of Interactive Marketing*, 38, 1-14.
- Camilleri, A. R. & Larrick, R. P. (2014). Metric and scale design as choice architecture tools. *Journal of Public Policy & Marketing*, 33, 108-125.
- Camilleri, A. R. & Newell, B. R. (2013). The long and short of it: Closing the description-experience “gap” by taking the long run view. *Cognition*, 126, 54-71.
- Camilleri, A. R. & Newell, B. R. (2011). When and why rare events are underweighted: A direct comparison of the sampling, partial feedback, full feedback and description choice paradigms. *Psychonomic Bulletin & Review*, 18, 377-384.
- Camilleri, A. R. & Newell, B. R. (2011). Description- and experience-based choice: Do equivalent samples equal equivalent choice? *Acta Psychologica*, 136, 276-284.
- Camilleri, A. R. & Newell, B. R. (2009). The role of representations in experience-based choice. *Judgment & Decision Making*, 4, 518–529.

#### *Refereed Book Chapters and Encyclopedic Entries*

- Camilleri, A. R. (2024). Taxonomies of nudging. In S.H. Chuah, R. Hoffmann and A. Neelim (Eds.), *Elgar Encyclopedia of Behavioral and Experimental Economics*. Cheltenham, U.K.: Edward Elgar Publishing.
- Camilleri, A. R. & Larrick, R. P. (2015). Choice architecture. In R. Scott & S. Kosslyn (Eds.), *Emerging Trends in the Social and Behavioral Sciences*. Hoboken, NJ: John Wiley and Sons.
- Camilleri, A. R. & Newell, B. R. (2013) Mind the gap? Description, experience, and the continuum of uncertainty in risky choice. In N. Srinivasan and P. Chandrasekhar (Eds.) *Progress in Brain Research: Decision Making: Neural and Behavioral Approaches*. Elsevier: Oxford, UK.

#### *Refereed Conference Proceedings Papers*

- Powell, A. E., Dobeles, A. R., Camilleri, A. R., & Stavros, C. (2015). Psychosocial and contextual determinants of word-of-mouth transmission: A conceptual framework.

*Proceedings of the 2015 ANZMAC Conference: Innovation and Growth Strategies in Marketing*, Sydney, Australia.

Hawkins, G., Camilleri, A. R., Heathcote, A., Newell, B. R., & Brown, S. (2014). Modeling probability knowledge and choice in decisions from experience. *Proceedings of the 36th Annual Conference of the Cognitive Science Society* (pp. 595-600). Austin, TX: Cognitive Science Society.

Camilleri, A. R. & Newell, B. R. (2011). The relevance of a probabilistic mindset in risky choice. In L. Carlson, C. Hölscher, & T. Shipley (Eds.), *Proceedings of the 33rd Annual Conference of the Cognitive Science Society* (pp. 2794-2799). Austin, TX: Cognitive Science Society.

Camilleri, A. R. & Newell, B. R. (2009). Within-subject preference reversals in description- and experience-based choice. In N. Taatgen, J. van Rijn, J. Nerbonne & L. Schomaker (Eds.), *Proceedings of the 31st Annual Conference of the Cognitive Science Society* (pp. 449-454). Austin, TX: Cognitive Science Society.

#### *Refereed Conference Proceedings Abstracts*

Camilleri, A. R., Newell, B. R., & Roberts, J. (2022). Nudging sustainable diets. *Proceedings of the 2022 ANZMAC Conference*, Perth, Australia.

Camilleri, A. R., Jin, L., & Zhang, Y. (2021). Probability-based loyalty programs increase engagement. *Proceedings of the 2021 ANZMAC Conference*, Melbourne, Australia.

Camilleri, A. R. & Larrick, R. P. (2019). Why do consumers buy more than needed? *Proceedings of the 2019 ANZMAC Conference*, Wellington, New Zealand.

Bruce, E. & Camilleri, A. R. (2019). A meta-analysis of the impact of social tie strength word-of-mouth communications on information exchange and purchasing related outcomes. *Proceedings of the 2019 ACR Conference*, Atlanta, GA, USA.

Peryman, J., Blijlevens, J., Camilleri, A. R., Chuah, S. H., Hoffmann, R. (2016). The effectiveness of colour in charitable appeals. *Proceedings of the 2016 ANZMAC Conference*, Christchurch, New Zealand.

Powell, A. E., Camilleri, A. R., Dobeles, A. R., & Stavros, C., (2016). Perceptions of social benefit related to electronic word-of-mouth: The development of a brief scale. *Proceedings of the 2016 ANZMAC Conference*, Christchurch, New Zealand.

Camilleri, A. R. & Larrick, R. P. (2015). Aggregating potential collective action to motivate pro-social consumption, *2015 World Social Marketing Proceedings Book* (pp. 48-50), Sydney, NSW, Australia.

- Camilleri, A. R. (2014). Judgment and decision-making in word of mouth communication, *ANZMAC 2014 Conference Program & Papers* (pp. 620), Brisbane, QLD, Australia.
- Camilleri, A. R. & Larrick, R. P. (2014). Aggregating potential collective action as a marketing tool, *ANZMAC 2014 Conference Program & Papers* (pp. 471), Brisbane, QLD, Australia.
- Camilleri, A. R. & Larrick, R. P. (2014). Aggregating potential collective action to alleviate drop-in-the-bucket despair. In L. Miller, G. Milne, & E. Iyer (Eds.), *Marketing and Public Policy Conference Proceedings 2014*, (pp. 78), Chicago, IL: American Marketing Association.
- Camilleri, A. R. & Larrick, R. P. (2013). Scale and metric design as choice architecture tools. In L. Salisbury & K. Seiders (Eds.), *Marketing and Public Policy Conference Proceedings 2013* (pp. 62-63), Chicago, IL: American Marketing Association.
- Camilleri, A. R., Ungemach, C., Larrick, R. P., Johnson, E. J., & Weber, E. U. (2013). Translated attributes as a choice architecture tool: Trick and treat. In L. Salisbury & K. Seiders (Eds.), *Marketing and Public Policy Conference Proceedings 2013* (pp. 15-16), Chicago, IL: American Marketing Association.

#### *Other Writing*

- Camilleri, A. R. (August, 2024). You might get a discount or free coffee but you're also being played by the multi-billion dollar gamification industry. *The Conversation*.
- Camilleri, A. R. (June, 2024). The MrBeast effect: why we're drawn to videos of random people winning big. *The Conversation*.
- Camilleri, A. R. (November, 2022). Spending too much money? Tempted by sales? These ways to 'hack' your psychology can help. *The Conversation*.
- Camilleri, A. R. (January, 2022). How COVID-19 changed the way we shop – and what to expect in 2022 and beyond. *The Conversation*.
- Camilleri, A. R. (February, 2021). I asked hundreds of people about their biggest life decisions. Here's what I learned. *The Conversation*.
- Camilleri, A. R. (November, 2020). How to choose the right Christmas gift: tips from psychological research. *The Conversation*.
- Camilleri, A. R. & Chan, E. Y. (May, 2020). Can't resist splurging on online shopping? Here's why. *The Conversation*.
- Camilleri, A. R. (August, 2019). How to spot a fake review: you're probably worse at it than you realise. *The Conversation*.

- Camilleri, A. R., Patino-Echeverri, D., & Larrick, R. P. (December, 2018). What's your beef? How 'carbon labels' can steer us towards environmentally friendly food choices. *The Conversation*.
- Camilleri, A. R. (March, 2018). How companies can make more money by allowing you to 'pay as you want'. *The Conversation*.
- Hoffmann, R. & Camilleri, A. R. (October, 2017) Explainer: how our understanding of risk is changing. *The Conversation*.
- Camilleri, A. R., Weber, E. U., Johnson, E. J., & Larrick, R. P. (April, 2017). Can we design a better fuel economy label? *The Conversation*.
- Camilleri, A. R. (April, 2017). How to split the good from the bad in online reviews and ratings. *The Conversation*.
- Camilleri, A. R. (July, 2016). Overconfidence is responsible for a lot of mistakes, here's how to avoid it. *The Conversation*.
- Camilleri, A. R. (April, 2015). Information design: How marketers 'construct' consumer preferences. *Australian Marketing Magazine* (pp. 30-31).

### **Theses and Dissertations**

- Camilleri, A. R. (2012). *Experience-based judgment and choice*. University of New South Wales, Australia. This dissertation was supervised by Professor Ben R. Newell.
- Camilleri, A. R. (2008). *The role of context in human learning and memory*. University of New South Wales, Australia. This thesis was supervised by Professor Chris Mitchell.

### **Fellowships**

- |           |  |
|-----------|--|
| 2013-2014 | Awarded the Alcoa Foundation Fellowship (US\$40,000) from the American Australian Association. |
| 2012      | Awarded an Endeavour Research Fellowship (AUD\$23,000) from the Australian Government.         |

### **External Grants**

- |      |   |
|------|---|
| 2025 | Awarded project funding (\$61,000) from the Trustworthy Digital Society (TDS) with B. Azar (lead CI), A. Shaghghi (lead CI), C. Dickson-Deane, A. Singh, M. Saberi, J. Hossain, and D. Prior. |
|------|---|

2024	Awarded project funding (\$332,453) from RACE for 2030 CRC with R. Gordon (lead CI), T. Harada, and R. Russell-Bennett.
2015	Awarded an Academic Research Grant (\$10,000) from the Australian Centre for Financial Studies with R. Hoffmann, M. Cam, and M. Tan.
2015	Awarded a travel scholarship (AUD\$3,000) from the Ian Potter Foundation.

### **Contract Research**

2024	Received research contract (\$23,947) from the Commonwealth Bank of Australia.
2023	Received research contract (\$324,024) from the Commonwealth Bank of Australia.
2021	Received research contract (\$5,439) from the NSW Department of Planning, Industry and Environment.
2021	Received research contract (AUD\$151,225) from the NSW Department of Customer Service with Prof. John Rose (C.I.), A/Prof. Paul Burke, A/Prof. Christine Eckert, Dr. Graham Massey, and Dr. Antonio Borriello.
2020	Received research contract (\$7,545) from Hummingbird Insight.
2019	Received research contract (AUD\$26,000) from Consumer Policy Research Centre.
2019	Received research contract (\$6,000) from Hummingbird Insight.
2018	Received research contract (AUD\$80,000) from the Commonwealth Bank of Australia with Prof. Harry Scheule (C.I.), Prof. David Brown, A/Prof. Peter Docherty, and Dr. Elif Hafalir.
2015	Received research contract (AUD\$10,000) from Forethought PTY LTD.

### **Internal Grants**

2025	Awarded a UTS Behavioural Lab grant (AUD\$2,500) from University of Technology Sydney.
2024	Awarded three UTS Behavioural Lab grants (AUD\$2,500 each) from University of Technology Sydney.
2023	Awarded a UTS Behavioural Lab grant (AUD\$2,500) from University of Technology Sydney.

2023	Awarded a UTS Business Research Grant (\$AUD\$12,000) from University of Technology Sydney.
2022	Awarded two UTS Behavioural Lab grants (AUD\$2,500 each) from University of Technology Sydney.
2022	Awarded a UTS Business Research Grant (\$AUD\$12,000) from University of Technology Sydney.
2022	Awarded UNSW Science Industry Network Seed Funding (\$15,000) from University of New South Wales with B. Newell and J. Roberts.
2021	Awarded a UTS Behavioural Lab grant (AUD\$2,500) from University of Technology Sydney.
2019	Awarded a UTS Behavioural Lab grant (AUD\$2,000) from University of Technology Sydney.
2019	Awarded a Marketing Discipline Group Seed Funding grant (AUD\$5,000) from University of Technology Sydney.
2018	Awarded a UTS Business Research Grant (\$AUD\$9,000) from University of Technology Sydney.
2018	Awarded a UTS Behavioural Lab grant (AUD\$2,000) twice from University of Technology Sydney.
2018	Awarded a Marketing Discipline Group Seed Funding grant (AUD\$5,000) twice from University of Technology Sydney.
2017	Awarded a College of Business Industry Partnership Project Development Fund Grant (AUD\$5,000) from RMIT University.
2016	Awarded a College of Business Research Grant (AUD\$10,000) from RMIT University.
2016	Awarded a College of Business ECR Publication award (AUD\$5,000) from RMIT University.
2016	Awarded a School of Economics, Finance, and Marketing Research Grant (AUD\$5,000) from RMIT University.
2016	Awarded an RMIT Foundation International Visiting Fellowship (AUD\$6,300) from RMIT University with R. Hoffmann.
2015	Awarded a College of Business Research Grant (AUD\$10,000) from RMIT University.



2015	Awarded two College of Business ECR Publication awards (AUD\$10,000) from RMIT University.
2015	Awarded a School of Economics, Finance, and Marketing Near Miss Grant Award (AUD\$4,000) from RMIT University.
2014	Awarded a College of Business Research Grant (AUD\$10,000) from RMIT University.
2014	Awarded a School of Economics, Finance, and Marketing Research Grant (AUD\$5,000) from RMIT University.
2013-2014	Awarded a Bass Connections grant (US\$25,000) from Duke University with R. P. Larrick, G. Fitzsimons, and D. Patino-Echeverri.

### **Awards and Achievements**

2022	Recipient of a 2021 AMA-EBSCO-RRBM Award for Responsible Research in Marketing by the American Marketing Association.
2019	Awarded the best paper in the Social Marketing Track at the 2019 Australian & New Zealand Marketing Academy Conference.
2017	Awarded the best paper in the Macro-marketing and Public Policy Track at the 2017 Australian & New Zealand Marketing Academy Conference.
2017	Awarded “Best Journal Publication by an Academic (School of Economics, Finance and Marketing)” by the RMIT College of Business.
2016	Awarded “most improved Good Teaching Scale score” award by the RMIT School of Economics, Finance, and Marketing.
2015	Winner of the RMIT College of Business 3 Minute Academic Presentation.
2010	Awarded Student Poster Award (\$500) at the Annual Meeting for the Society for Judgment and Decision Making.
2010	Awarded the Jane Beattie Memorial Scholarship (\$1,400) by the Society for Judgment and Decision Making and the European Association for Decision Making.
2010	Invited to attend the Summer Institute on Bounded Rationality (€500) organized by the Max Planck Institute for Human Development in Berlin and won a poster prize.
2009	Awarded a Postgraduate Research Student Support travel scholarship (\$3,000) by the University of New South Wales.

2008-2011	Awarded an Australian Postgraduate Award for “ <i>exceptional research potential</i> ” (\$22,000 p.a.) by the Australian Government.
2008-2011	Awarded a Research Excellence Award for “ <i>outstanding research potential</i> ” (\$10,000 p.a.) by the University of New South Wales.
2007	Awarded the University Medal in Psychology for “ <i>outstanding academic performance by an undergraduate student across a program within their Bachelor degree</i> ”: I ranked 1 <sup>st</sup> across my four year undergraduate degree by the University of New South Wales.
2007	Awarded the Australian Psychological Society Prize in Psychology, a national prize for “ <i>the best performance in Psychology Stage 4 Honours</i> ” by the Australian Psychological Society.
2006	Awarded that Tertiary Scholarship for “ <i>outstanding achievement at the tertiary level</i> ” (\$1,500) by Blacktown City Council.

### **Innovation Lab Experience**

August 2017	Fully funded participant at the 9-day UNLEASH innovation lab in Denmark (value of approximately \$5,000).
-------------	---

### **Selected Industry Experience**

June 2020 – July 2021	Consultant. Hummingbird Insight, Sydney, Australia.
July 2018 – June 2019	Consultant. Netflix, Los Gatos, California, United States.
August 2015 – March 2016	Consultant. Forethought PTY LTD, Melbourne, Australia.
September 2010 - March 2011	Intern Consultant. The Gallup Organization, North Sydney, Australia.
March 2009 - July 2009	Intern Consultant. Development Dimensions International, North Sydney, Australia.

### **Presentations**

#### *Invited Talks*

Camilleri, A. R. & Incekara-Hafalir, E. (August, 2025). The Science of Choice: A Guide to Better Decisions. *National Science Week*, Sydney, NSW, Australia.

- Camilleri, A. R. (July, 2025). The Power of Play: Boosting Customer Engagement Through Gamification. *The Commonwealth Bank of Australia*, Sydney, Australia.
- Camilleri, A. R. (April, 2025). The Power of Play: Boosting Employee and Consumer Engagement Through Gamification. *Incentive Marketing Association Middle East, Africa & Asia Pacific Summit*, Sydney, Australia.
- Camilleri, A. R., Jin, L., Zhang, Y., Hollebeek, L. D. (November, 2024). Probabilistic loyalty reward programs increase customer engagement and purchases. Talk given at the *University of British Columbia Marketing and Behavioural Science Division*, Vancouver, Canada.
- Camilleri, A. R., Jin, L., Zhang, Y., Hollebeek, L. D. (October, 2024). Probabilistic loyalty reward programs increase customer engagement and purchases. Talk given at the *University of Navarra IESE Business School*, Barcelona, Spain.
- Camilleri, A. R., Jin, L., Zhang, Y., Hollebeek, L. D. (October, 2024). Probabilistic loyalty reward programs increase customer engagement and purchases. Talk given to the *University of Zurich Cognitive and Behavioral Decision Research group*, Zurich, Switzerland.
- Camilleri, A. R., Jin, L., Zhang, Y., Hollebeek, L. D. (October, 2024). Probabilistic loyalty reward programs increase customer engagement and purchases. Talk given to the *University College London Causal Cognition Lab group*, London, UK.
- Camilleri, A. R., Jin, L., Zhang, Y., Hollebeek, L. D. (September, 2024). Probabilistic loyalty reward programs increase customer engagement and purchases. *Department of Marketing, Macquarie University*, Sydney, Australia.
- Camilleri, A. R., Jin, L., Zhang, Y., Hollebeek, L. D. (September, 2024). Probabilistic loyalty reward programs increase customer engagement and purchases. *Marketing Discipline, The University of Sydney*, Sydney, Australia.
- Camilleri, A. R., Jin, L., Zhang, Y., Hollebeek, L. D. (August, 2024). Probabilistic loyalty reward programs increase customer engagement and purchases. *School of Marketing, University of New South Wales*, Sydney, Australia.
- Moore, N., Camilleri, A. R., Newell, B. R., & Roberts, J. (August, 2024). Nudging sustainable choices. *Tasmanian Behavioural Lab, University of Tasmania*, Hobart, Australia.
- Moore, N., Camilleri, A. R., Newell, B. R., & Roberts, J. (August, 2024). Nudging sustainable choices. *UTS Centre for Climate Risk and Resilience*, Sydney, Australia.
- Moore, N., Camilleri, A. R., Newell, B. R., & Roberts, J. (August, 2024). Personalised nudging of sustainable behaviour. *Australian Association of Social Marketing*. Video conference.

- Camilleri, A. R. (March, 2022). The behavioural science of loyalty programs. *CommBank Behavioural Science Exec Series*. Video conference.
- Camilleri, A. R., Jin, L., & Zhang, Y. (June, 2021). Probability-based loyalty programs increase engagement. *Monash Business School, Monash University*, Video conference.
- Camilleri, A. R., Jin, L., & Zhang, Y. (April, 2021). Probability-based loyalty programs increase engagement. *Tasmanian School of Business and Economics, University of Tasmania*, Hobart, Australia.
- Camilleri, A. R., Jin, L., & Zhang, Y. (March, 2021). Probability-based loyalty programs increase engagement. *UNSW Business School, UNSW*, Sydney, Australia.
- Camilleri, A. R., Jin, L., & Zhang, Y. (October, 2020). Probability-based loyalty programs increase engagement. *Deakin Business School, Deakin University*, Video conference.
- Camilleri, A. R. (May, 2020). Negative reviews online: Unmasking anonymity? *Law Week Event*, Video conference.
- Camilleri, A. R. (May, 2019). Understanding the impact of online reviews. *Macquarie Business School, Macquarie University*, Sydney, Australia.
- Camilleri, A. R. & Larrick, R. P. (August, 2018). Consumer underestimation of energy use and greenhouse gas emissions associated with food. *Behavioural Insights Unit, NSW State Government*, Sydney, Australia.
- Camilleri, A. R. & Larrick, R. P. (June, 2018). Consumer underestimation of energy use and greenhouse gas emissions associated with food. *Department of the Environment and Energy, Australian Government*, Canberra, Australia.
- Camilleri, A. R. (February, 2018). Human Irrationality - An introduction to behavioural economics. *LinkGroup Annual Meeting*, Melbourne, Australia.
- Camilleri, A. R. (February, 2018). An introduction to behavioural economics. *National Australia Bank*, Melbourne, Australia.
- Camilleri, A. R. (January, 2017). The format of review score information influences consumer choices. *National University of Singapore*, Singapore.
- Camilleri, A. R. (October, 2016). The format of review score information influences consumer choices – A role for attribution. *Max Planck Institute for Human Development*, Berlin, Germany.
- Camilleri, A. R. (October, 2016). Consumer judgment and decision-making when using online review scores. *Goethe University*, Frankfurt, Germany.
- Camilleri, A. R. (August, 2016). Human Irrationality: An introduction to behavioural economics. *National Science Week*, Melbourne, VIC, Australia.

- Camilleri, A. R. (July, 2015). Experiments for public policy: A beginner's guide. *Victorian Behavioural Insights Network*, Melbourne, VIC, Australia.
- Camilleri, A. R. (July, 2015). Experiments in decision-making. *Australian Market & Social Research Society*, webinar, Australia.
- Camilleri, A. R. (June, 2015). Preference construction. *Australian Council for the Arts Marketing Summit*, keynote speaker, Cairns, QLD, Australia.
- Camilleri, A. R. (September, 2014). The illusion of typicality: When and why do people overlook rare outcomes? *University of Melbourne*, Melbourne, VIC, Australia.
- Camilleri, A. R., Ungemach, C., Larrick, R. P., Johnson, E. J., & Weber, E. U. (September, 2013). How information on the fuel economy label can affect consumer choice. Talk given to the *EPA Office of Transportation and Air Quality*, Washington DC, USA.
- Camilleri, A. R. (July, 2013). Translated attributes as choice architecture. Talk given to the *Behavioural Insights Team, NSW Department of Premier and Cabinet*, Sydney, NSW, Australia.
- Camilleri, A. R. (February, 2013). Translated attributes as choice architecture. Talk given to the University of New South Wales' psychology and marketing schools, the University of Sydney's psychology and marketing schools, and the University of Technology, Sydney's Centre for the Study of Choice, Sydney, NSW, Australia.
- Camilleri, A. R. (July, 2009). The description-experience 'gap': Psychological or statistical phenomenon? Talk given at the *University College London Learning, Judgment and Decision Making Seminar*, London, UK.

### *Conference Talks*

- Camilleri, A. R., Jin L., Zhang, Y., & Hollebeek, L. D. (2025). Probabilistic loyalty reward programs increase customer engagement and purchases. Talk given at the *2025 Meeting for the Association for Consumer Research*, Pasis, France.
- Camilleri, A. R. (2023). Investigating the impact of providing both sales and review volume information. Talk given at the *2023 Australian & New Zealand Marketing Academy Conference*, Dunedin, Zealand.
- Camilleri, A. R., Newell, B. R., & Roberts, J. (2022). Nudging sustainable diets. Talk given at the *2022 Australian & New Zealand Marketing Academy Conference*, Perth, Australia.
- Camilleri, A. R., Jin L., & Zhang, Y. (December, 2021). Probability-based loyalty programs increase engagement. Talk given at the *2021 Australian & New Zealand Marketing Academy Conference*, Melbourne, Australia.

- Camilleri, A. R., & Larrick, R. P. (December, 2019). Why do consumers buy more than they need? Talk given at the *2019 Australian & New Zealand Marketing Academy Conference*, Wellington, New Zealand.
- Camilleri, A. R., Borah, A., & Srinivasan, R. (February, 2019). Gone but not forgotten: Do recalled products benefit from the endowment effect? Talk given at the *2019 AMA Winter Academic Conference*, Austin, TX, USA.
- Camilleri, A. R., & Larrick, R. P. (January, 2018). Aggregating potential collective action to motivate pro-social consumption. Talk given at the *Society for Consumer Psychology Boutique Conference on Vice and Virtue Consumption*, Sydney, NSW, Australia.
- Camilleri, A. R., Larrick, R. P., Hossain, S., & Patino-Echevveri D. (December, 2017). Consumer underestimation of energy use and greenhouse gas emissions associated with food. Talk given at the *2017 Australian & New Zealand Marketing Academy Conference*, Melbourne, VIC, Australia.
- Camilleri, A. R., Larrick, R. P., Hossain, S., & Patino-Echevveri D. (November, 2017). Consumer underestimation of energy use and greenhouse gas emissions associated with food. Talk given at the *2017 Meeting of the Society for Judgment and Decision Making*, Vancouver, BC, Canada.
- Camilleri, A. R., Larrick, R. P., Hossain, S., & Patino-Echevveri D. (October, 2017). Consumer underestimation of energy use and greenhouse gas emissions associated with food. Talk given at the *2017 Meeting for the Association for Consumer Research*, San Diego, CA, USA.
- Camilleri, A. R. (October, 2016). Consumers rely more on online review scores when they first form an independent opinion. Talk given at the *2016 Meeting for the Association for Consumer Research*, Berlin, Germany.
- Camilleri, A. R., Jin L., & Zhang, Y. (June, 2016). Probability-based loyalty programs increase engagement. Talk given at the *2016 Behavioral Decision Research in Management Conference*, Toronto, ON, Canada.
- Camilleri, A. R., Jin L., & Zhang, Y. (December, 2015). Probability-based loyalty programs increase motivation. Talk given at the *2015 Australian & New Zealand Marketing Academy Conference*, Sydney, NSW, Australia.
- Camilleri, A. R., & Larrick, R. P. (April, 2015). Aggregating potential collective action to motivate pro-social consumption. Talk given at the *2015 World Social Marketing Conference*, Sydney, NSW, Australia.
- Camilleri, A. R., & Larrick, R. P. (June, 2014). Aggregating potential collective action to alleviate drop-in-the-bucket despair. Talk given at the *2014 Marketing & Public Policy Conference*, Boston, MA, USA.

- Camilleri, A. R., Ungemach, C., (May, 2014). New studies related to translated attributes. Talk given at the *Annual Meeting of the Center for Research on Environmental Decisions*, New York City, NY, USA.
- Camilleri, A. R., & Larrick, R. P. (May, 2014). Redesigning the fuel economy label affects intention to purchase efficient vehicles. Talk given at the *2014 Duke University Energy Research Collaboration Workshop*, Durham, NC, USA.
- Camilleri, A. R., & Larrick, R. P. (November, 2013). Scale and metric design as choice architecture tools. Talk given at the *2013 Behavior, Energy, and Climate Change Conference*, Sacramento, CA, USA.
- Camilleri, A. R., Ungemach, C., Johnson, E. J., Larrick, R. P., & Weber, E. U. (July, 2013). The choice architecture of translated attributes. Talk given at the *2013 World Marketing Congress Conference*, Melbourne, VIC, Australia.
- Camilleri, A. R., & Larrick, R. P. (May, 2013). Scale and metric design as choice architecture tools. Talk given at the *2013 Marketing & Public Policy Conference*, Washington, DC, USA.
- Camilleri, A. R., Ungemach, C., Johnson, E. J., Larrick, R. P., & Weber, E. U. (May, 2013). Translated attributes AS A choice architecture tool: trick & treat. Talk given at the *2013 Marketing & Public Policy Conference*, Washington, DC, USA.
- Camilleri, A. R., & Larrick, R. P. (May, 2013). Environmental consumer labels: scale effects. Talk given at the *Annual Meeting of the Center for Research on Environmental Decisions*, New York City, NY, USA.
- Camilleri, A. R., Ungemach, C., (May, 2013). Signposts as choice architecture. Talk given at the *Columbia University Choice Architecture Workshop*, New York City, NY, USA.
- Camilleri, A. R. & Larrick, R. P. (November, 2012). The impact of scale and metric changes on choice. Talk given at the *Annual Meeting of the Society for Judgment and Decision Making*, Minneapolis, MN, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2012). The role of number of choices and outcomes in experience-based decisions. Talk given at the *Annual Meeting of the Psychonomic Society*, Minneapolis, MN, USA.
- Camilleri, A. R. & Newell, B. R. (May, 2012). Does the description-experience choice "gap" occur in the long-run? Talk given at the *Duke Center for Interdisciplinary Decision Science Regional Conference*, Durham, NC, USA.
- Camilleri, A. R., Ungemach, C., Johnson, E. J., Larrick, R. P., & Weber, E. U. (May, 2012). Choice architecture and fuel economy labels. Talk given at the *Annual Meeting of the Center for Research on Environmental Decisions*, New York City, NY, USA.

- Camilleri, A. R. & Newell, B. R. (July, 2011). Within-subject preference reversals in description- and experience-based choice. Talk given at the *Annual Meeting of the Cognitive Science Society*, Boston, MA, USA.
- Camilleri, A. R. & Newell, B. R. (July, 2010). When and why rare events are underweighted in choice. Poster and talk presented at the *Summer Institute on Bounded Rationality organized by the Max Planck Institute for Human Development*, Berlin, Germany.
- Camilleri, A. R. & Newell, B. R. (December, 2009). Exploring the differences between description- and experienced-based choices. Talk given at the *Sydney Postgraduate Psychology Conference*, Sydney, NSW, Australia.
- Camilleri, A. R. & Newell, B. R. (February, 2009). Differences between description- and experienced-based decision-making. Talk given at the *Annual Australian Mathematical Psychology Conference*, Newcastle, NSW, Australia.
- Camilleri, A. R. & Newell, B. R. (December, 2008). How does mode of information acquisition affect our decision-making? Talk given at the *Annual Sydney Postgraduate Psychology Conference*, Sydney, NSW, Australia.

#### *Conference Posters*

- Camilleri, A. R., Jin L., Zhang, Y., & Hollebeek, L. D. (2025). Probabilistic loyalty reward programs increase customer engagement and purchases. Poster presented at the *2024 Meeting of the Society for Judgment and Decision Making*, New York, NY, USA.
- Camilleri, A. R. (2023). An investigation of big life decisions. Poster presented at the *Annual Meeting of the Psychonomic Society*, San Francisco, CA, USA.
- Camilleri, A. R., Newell, B. R., and Roberts, J. (2023). Nudging sustainable meal choices. Poster presented at the *2023 Meeting of the Society for Judgment and Decision Making*, San Francisco, CA, USA.
- Camilleri, A. R., Jin L., & Zhang, Y. (October, 2021). The Effectiveness of a Probabilistic Loyalty Reward Program. Poster presented online at the virtual *2021 Meeting for the Association for Consumer Research*.
- Camilleri, A. R. (2020). What happens when a retailer displays both the number of reviews and the number of sales? Introducing the “Review Stimulation Score”. Poster presented at the *2020 SCP Annual Conference*, Long Beach, CA, USA.
- Powell, A. E., Camilleri, A. R., Dobe, A. R., & Stavros, C. (March, 2019). Pass it on: Word-of-mouth transmission and the need to self-enhance. Poster presented at the *2019 SCP Annual Conference*, Savannah, GA, USA.



- Camilleri, A. R., Swift, S. S., & Larrick, R. P. (March, 2019). Consumer overinvestment in capacity. Poster presented at the *2019 SCP Annual Conference*, Savannah, GA, USA.
- Camilleri, A. R., Swift, S. S., & Larrick, R. P. (February, 2019). Consumer overinvestment in capacity. Poster presented at the *2019 AMA Winter Academic Conference*, Austin, TX, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2018). Better calibration when predicting from experience (rather than description). Poster presented at the *2018 Meeting of the Society for Judgment and Decision Making*, New Orleans, LA, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2017). More overconfidence with description-based (versus experience-based) information. Poster presented at the *2017 Meeting of the Society for Judgment and Decision Making*, Vancouver, BC, Canada.
- Camilleri, A. R. (October, 2017). Provision of sales volume information influences consumer's preferences via perceived purchase and word-of-mouth popularity. Poster presented at the *2017 Meeting for the Association for Consumer Research*, San Diego, CA, USA.
- Camilleri, A. R. & Larrick, R. P. (October, 2016). The collective aggregation effect: Aggregating potential collective action to motivate prosocial behavior. Poster presented at the *2016 Annual Meeting for the Association for Consumer Research*, Berlin, Germany.
- Camilleri, A. R., Jin L., & Zhang, Y. (October, 2015). Probability-based loyalty programs increase motivation. Poster presented at the *Annual Meeting of the Association for Consumer Research*, New Orleans, LO, USA.
- Camilleri, A. R. (November, 2014) The illusion of typicality: When and why do people feel invulnerable to rare events? Poster presented at the *Annual Meeting of the Society for Judgment and Decision Making*, Long Beach, CA, USA.
- Camilleri, A. R. & McCarrey, C. A. (May, 2013). The description-experience gap is attenuated in older adults. Poster presented at the *Annual Convention of the Association for Psychological Science*, Washington, DC, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2012). Does the description-experience choice "gap" occur in the long-run? Poster presented at the *Annual Meeting of the Society for Judgment and Decision Making*, Minneapolis, MN, USA.
- Camilleri, A. R. & Newell, B. R. (June, 2012). Does the description-experience choice "gap" occur in the long-run? Poster presented at the *Biannual Behavioral Decision Research in Management conference*, Boulder, CO, USA.

- Camilleri, A. R. & Newell, B. R. (November, 2011). The long and short of it: Decisions made from description and from experience. Poster presented at the *Annual Meeting of the Psychonomic Society*, Seattle, WA, USA.
- Camilleri, A. R., Hawkins, G., Dodds, P., Brown, S., & Newell, B. R. (November, 2010). Estimation and choice in a sequential sampling paradigm. Poster presented at the *Annual Meeting of the Society for Judgment and Decision Making*, St Louis, MO, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2010). When and why rare events are underweighted in choice. Poster presented at the *Annual Meeting of the Psychonomic Society*, St Louis, MO, USA.
- Camilleri, A. R. & Newell, B. R. (November, 2009). The long and short of it: Decisions made from description and from experience. Poster prepared for the *Annual Meeting of the Society for Judgment and Decision Making*, Boston, MA, USA.
- Camilleri, A. R. & Newell, B. R. (July, 2009). Mind the gap: Within-subject preference reversals in description and experience-based choice. Poster presented at the *Annual Meeting of the Cognitive Science Society*, Amsterdam, Netherlands.
- Camilleri, A. R. & Newell, B. R. (April, 2009). Mind the gap: Does choice depend on the mode of information acquisition? Poster presented at the *Annual Experimental Psychology Conference*, Wollongong, NSW, Australia.

### **Student Research Supervision**

2023-present	Nathan Moore (University of Technology Sydney PhD student; marketing). Co-supervised with Ben Newell and Natalina Zlatevska.
2018-2023	Ella Bruce (University of Technology Sydney PhD student; marketing). Co-supervised with Christine Eckert.
2015-2020	Ashleigh Powell (RMIT University PhD graduate; marketing). Co-supervised with Angela Dobeles and Con Stavros.
2013-2014	Gabriel Goffman (Duke University graduate student; environmental management). Co-supervised with Richard P. Larrick. Shajuti Hossain (Duke undergraduate student; economics and public policy). Co-supervised with Richard P. Larrick. Marie Komori (Duke undergraduate student; psychology and marketing). Co-supervised with Richard P. Larrick.

### **Teaching Experience**

2025	Consumer Behaviour (4.17/5); Customer Experience and Behaviour (4.26/5).
------	--

2024	Consumer Behaviour (3.90/5); Customer Experience and Behaviour (4.67/5).
2023	Consumer Behaviour (4.39/5); Buyer Behaviour (4.58/5); Choice Architecture (4.56/5).
2022	Consumer Behaviour (4.39; 4.31; 4.43; 4.14; 4.63/5); Buyer Behaviour (4.71/5); Choice Architecture (4.67/5); Marketing Research (4.16/5).
2021	Consumer Behaviour (4.38; 4.50/5); Buyer Behaviour (5.0/5); Choice Architecture (5.0/5).
2020	Consumer Behaviour (4.44; 4.39; 4.70/5).
2019	Consumer Behaviour (4.26; 4.24; 4.45; 4.25; 4.40/5); Buyer Behaviour (4.50/5).
2018	Business Statistics (3.60; 3.64/5); Consumer Behaviour (4.56; 4.47; 4.42; 4.79/5).
2014-2017	Market Research (70/100; 36/100; 67/100; 83/100).
2011	Cognitive Psychology (5.8/6); Developmental Psychology (5.0/6).
2010-2011	Research Methods (5.4/6); Behaviour in Organisations (5.5/6).

#### **Courses Audited / Teaching Assistant**

2014	Marketing Intelligence; Marketing Strategy.
2013	Consumer Behavior; Managerial Decision-making; Behavioral Economics; Business Strategies for Sustainability.
2012	Behavioral Decision Theory; Leadership, Ethics & Organizations; Marketing Management.

#### **Professional Service**

Affiliations	American Marketing Association Association for Consumer Research Society for Judgment and Decision Making.
Ad Hoc Journal Article Reviewer	Acta Psychologica Behavioral Science & Policy Behavioural Public Policy

British Journal of Psychology  
 Climatic Change  
 Cognition  
 Cognitive Psychology  
 Cognitive Science  
 Decision  
 Decision Support Systems  
 Emotion & Cognition  
 Frontiers in Cognitive Science  
 Journal of Behavioral Decision-making  
 Journal of Behavioral Economics For Policy  
 Journal of Consumer Behavior  
 Journal of Consumer Marketing  
 Journal of Economic Behavior and Organization  
 Journal of Experimental Psychology - Applied  
 Journal of Experimental Psychology - Learning, Memory, & Cognition  
 Journal of Interactive Marketing  
 Journal of Marketing Research  
 Journal of Public Policy & Marketing  
 Journal of the Association for Consumer Research  
 Journal of Services Marketing  
 Judgment & Decision-making  
 Management Science  
 Memory & Cognition  
 Nature Climate Change  
 Nature Energy  
 Organizational Behavior and Human Decision Processes  
 Psychonomic Bulletin & Review  
 Quarterly Journal of Experimental Psychology  
 Science  
 Thinking & Reasoning

Ad Hoc  
 Conference  
 Reviewer

Society for Judgment and Decision-making Annual Meeting.  
 Australian and New Zealand Marketing Academy Annual Conference.

Conference and  
 Workshop  
 Organization

Led in the Sydney Universities Joint Marketing Research Forum 2023 held on 27<sup>th</sup>-28<sup>th</sup> November 2022 at University of Technology Sydney (budget of \$25,000).

Led in the coordination of the 2023 UTS Behavioural Lab Conference on 7<sup>th</sup> November 2023 at University of Technology Sydney (budget of \$13,000).

Aided in the Sydney Universities Joint Marketing Research Forum 2022 held on 28<sup>th</sup>-29<sup>th</sup> November 2022 at University of Sydney.

Led in the coordination of the 2022 UTS Behavioural Lab Conference on 3<sup>rd</sup> November 2022 at University of Technology Sydney.

Led in the coordination of the 2019 UTS Behavioural Lab Conference on 12<sup>th</sup> August 2019 at University of Technology Sydney.

Aided in the organization of the invitational workshop “Economic and Business Behaviour: Antecedents and Moderators” on October 24<sup>th</sup>-25<sup>th</sup> 2016 at RMIT University Barcelona campus.

Led in the coordination of the workshop “Experimental Research Methods” on September 3<sup>rd</sup> 2014 at RMIT University.

Aided in the organization and reporting of the invitational workshop “Evaluating the Energy Efficiency Gap” on October 24<sup>th</sup>-25<sup>th</sup> 2013 at Harvard University.

Led in the coordination of the invitational workshop “Beyond Nudges: Topics in Choice Architecture” on May 7<sup>th</sup>-8<sup>th</sup> 2013 at Columbia University.

Thesis Examiner	2015	Alex Kusmanoff (RMIT University).
	2022	Md Ashaduzzaman (Griffith University).
Other Service	2022-present	Director of the UTS Behavioural Lab.
	2021-present	Member of the UTS Marketing Department Research Committee.
	2020-present	Member of the UTS Business School Faculty Board.
	2018-present	Member of the UTS Marketing Department External Engagement Committee.
	2023-2024	Associate Head of the UTS Marketing Department External Engagement Committee.
	2022-2024	Seminar co-ordinator for the UTS Marketing Department.
	2022	Member of the Research Risks subcommittee of Research Committee.
	2021	Acting Associate Head of the UTS Marketing Department External Engagement Committee.
	2021	Acting Director of the UTS Behavioural Lab.
	2019-2021	Deputy Director of the UTS Behavioural Lab.
	2018-2024	Social Media Director of the UTS Marketing Department.
	2015-2017	Member of the RMIT Business College Human Ethics Advisory Network.