Lyle Brenner

Biography

Interests
Consumer and managerial decision making, judgment under uncertainty, consumer reasoning, mathematical psychology, statistics and research methods

Education
Ph.D., Stanford University, 1995; M.S., Stanford University, 1993; B.S., Cornell University, 1990.

Professor Brenner’s research investigates how consumers and managers make predictions, inferences, and decisions. He has published articles on the determinants of overconfident predictions, the evaluation of biased evidence, the assessment of subjective probability, and contextual influences on consumer choices. He teaches courses in consumer behavior, quantitative methods & statistical modeling, and managerial decision making.

Publications