



**Lisa Ordóñez**  
Vice Dean & The McClelland Professor  
Department of Management & Organizations  
Department of Marketing

Lisa Ordóñez is the Vice Dean and professor of Department of Management and Organizations in the Eller College of Management at The University of Arizona. She also holds a joint appointment in the Marketing department. She received all of her degrees at the University of California at Berkeley: Bachelor's (1988) Master's in marketing (1992), and Ph.D. (1994) in quantitative psychology. Upon receiving her Ph.D., she joined The University of Arizona as an Assistant Professor in 1994, was promoted to Associate Professor with tenure in 2000, and promoted to full professor in 2007.

Her research interests in human decision making combine her quantitative training in psychology with applications in business. She has examined the negative aspects of goal setting. For example, her research indicates that people are more likely to cheat when they are attempting to meet a goal rather than attempting to “do their best.” She has published several scholarly articles and chapters in this field. In general, she studies the effects of reference points on decisions and how people feel about their outcomes. Recently, she received a National Science Foundation (NSF) grant to support her work on ethical decision making. She holds the McClelland Professorship which recognizes her commitment to academic research.

She is a member of the core faculty in the Eller MBA program and has taught for the Full-Time, Evening, and Executive MBA programs. Her primary course is the business statistics course. She also teaches classes on teams and decision making in the undergraduate and Ph.D. programs of the Eller College. Finally, she applies her knowledge of survey research, statistical analyses, and decision making to organizations to help them measure performance and improve their operations. Her research has been sighted in many media outlets such as Money Magazine, New York Times, The Economist, CNN, Forbes, The Wall Street Journal as well as being interviewed on NPR Marketplace.