## **Research Notes: Daniel Mochon**

August 8, 2024



<u>Daniel Mochon's</u> paper "Reference-dependent risk-taking in the NBA" has been accepted for publication in *Journal of Behavioral Decision Making*. Mochon is the Edward H. Austin Jr. Professor in Business Administration and an associate professor of marketing.

Interested in advancing your education and/or career? Learn more about Freeman's wide range of graduate and undergraduate programs. Find the right program for you.