

HENGCHEN DAI

University of California, Los Angeles
Anderson School of Management

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POSITIONS

<i>Anderson School of Management, University of California, Los Angeles</i>	
Associate Professor of Management and Organizations and of Behavioral Decision Making	2022-present
Assistant Professor of Management and Organizations and of Behavioral Decision Making	2017-2022
<i>Co-Director, Anderson-UCLA Health Nudge Unit</i>	2022-present
<i>Olin Business School, Washington University in St. Louis</i>	
Assistant Professor of Organizational Behavior	2015-2017

EDUCATION

<i>The Wharton School, University of Pennsylvania</i>	2015
Ph.D., Operations, Information and Decisions Department	
<i>Peking University</i>	2010
B.A. in Economics, School of Economics	
B.S. in Psychology, Department of Psychology	

JOURNAL PUBLICATIONS

In all sections, † denotes undergraduate or graduate student collaborator at the start of the project, and * denotes authors with equal authorship.

1. Saccardo, S.*, **Dai, H.***, Han, M.A., Vangala, S., Hoo, J., Fujimoto, J. (2024). Field testing the transferability of behavioural science knowledge on promoting vaccinations. *Nature Human Behavior*. <https://doi.org/10.1038/s41562-023-01813-4>
2. Reiff, J.S.†, **Dai, H.**, Beshears, J., Milkman, K.L., & Benartzi, S. (2023). Save more today or tomorrow: The role of urgency in pre-commitment design. *Journal of Marketing Research*. 60(6), 1095-1113.
3. Zeng, Z.†, **Dai, H.**, Zhang, D., Zhang, H., Zhang, R., Xu, Z. & Shen, M. (2023). The impact of social nudges on user-generated content for social network platforms. *Management Science*. 69(9), 4973-5693.
4. Bai, B.†, **Dai, H.**, Zhang, D., Zhang, F., & Hu, H. (2022). The impacts of algorithmic work assignment on fairness perceptions and productivity: Evidence from field experiments. *Manufacturing & Service Operations Management*. 24(6), 3060-3078.
 - The Second Place of the 2021 CSAMSE Best Paper Award Competition

- Finalist in the 2021 AOM Managerial and Organizational Cognition Division (MOC) Best Student-led Paper
 - The Third Place of the 2021 Wharton People Analytics White Paper Competition
 - One of the best accepted papers in the 2021 Academy of Management Annual Meeting program
 - Finalist in the 2020 POMS College of Behavior OM Junior Scholar Paper Competition
5. Reiff, J.S.*[†], Zhang, J.C.*[†], Gallus, J., **Dai, H.**, Pedley, N.M., Vangala, S., Leuchter, R.K., Goshgarian G., Fox, C.R., Han, M.A., & Croymans, D.M. (2022). When peer comparison information harms physician well-being. *Proceedings of the National Academy of Sciences*. 119(29), e2121730119.
 - The 2023 Behavioral Science & Policy Association's Best Publication in Behavioral Policy
 6. Patel, M.S., Milkman, K.L., Gandhi, L., Graci, H.N., Gromet, D., Ho, H., Kay, J.S., Lee, T.W., Rothschild, J., Akinola, M., Beshears, J., Bogard, J.E., Buttenheim, A., Chabris, C., Chapman, G.B., Choi, J.J., **Dai, H.**, Fox, C.R., Goren, A., Hilchey, M.D., Hmurovic, J., John, L.K., Karlan, D., Kim, M., Laibson, D., Lambertson, C., Madrian, B.C., Meyer, M.N., Modanu, M., Nam, J., Rogers, T., Rondina, R., Saccardo, S., Shermohammed, M., Soman, D., Sparks, J., Warren, C., Weber, M., Berman, R., Evans, C.N., Lee, S.H., Snider, C.K., Tsukayama, E., Van den Bulte, C., Volpp, K.G., Duckworth, A.L. (2022). A randomized trial of behavioral nudges delivered through text messages to increase influenza vaccination among patients with an upcoming primary care visit. *American Journal of Health Promotion*. 37(3), 1-9.
 7. **Dai, H.***, Saccardo, S.*[†], Han, M.A., Roh L., Raja, N., Vangala, S., Modi, H., Pandya, S., Sloyan, M., Croymans, D.M. (2021). Behavioral nudges increase COVID-19 vaccinations. *Nature*. 597, 404-409.
 - Top 10 Clinical Research Publications of 2021 selected by the Clinical Research Forum
 8. Milkman, K.L., Gromet, D., Ho, H., Kay, J., Lee, T., Pandiloski, P., Park, Y., Rai, A., Bazerman, M., Beshears, J., Bonacorsi L., Camerer, C., Chang, E., Chapman, G., Cialdini, R., **Dai, H.**, Eskreis-Winkler, L., Fishbach, A., Gross, J.J., Horn, A., Hubbard, A., Jones, S.J., Karlan, D., Kautz, T., Kirgios, E., Klusowski, J., Kristal, A., Ladhania, R., Loewenstein, G., Ludwig, J., Mellers, B., Mullainathan, S., Saccardo, S., Spiess, J., Suri, G., Talloen, J.H., Taxer, J., Trope, Y., Ungar, L., Volpp, K.G., Whillans, A., Zinman, J., Duckworth, A.L. (2021). Megastudies improve the impact of applied behavioral science. *Nature*. 600, 478-483.
 9. Beshears, J., **Dai, H.**, Milkman, K.L., & Benartzi, S. (2021). Using fresh starts to nudge increased retirement savings. *Organizational Behavior and Human Decision Processes*. 167, 72-87.
 10. Milkman, K.L., Patel, M.S., Gandhi, L., Graci, H.N., Gromet, D., Ho, H., Kay, J.S., Lee, T.W., Akinola, M., Beshears, J., Bogard, J.E., Buttenheim, A., Chabris, C., Chapman, G.B., Choi, J.J., **Dai, H.**, Fox, C.R., Goren, A., Hilchey, M.D., Hmurovic, J., John, L.K., Karlan, D., Kim, M., Laibson, D., Lambertson, C., Madrian, B.C., Meyer, M.N., Modanu, M., Nam, J., Rogers, T., Rondina, R., Saccardo, S., Shermohammed, M., Soman, D., Sparks, J., Warren, C., Weber, M., Berman, R., Evans, C.N., Snider, C.K., Tsukayama, E., Van den Bulte, C., Volpp, K.G., Duckworth, A.L. (2021). A megastudy of text-based nudges encouraging patients to get vaccinated at an upcoming doctor's appointment. *Proceedings of the National Academy of Sciences*. 118(20), e2101165118.

11. Koo, M.*, **Dai, H.***, Mai, K.M.*, & Song, C.E.* (2020). Anticipated temporal landmarks undermine motivation for continued goal pursuit. *Organizational Behavior and Human Decision Processes*, 161, 142-157.
 - Finalist in the 2019 Academy of Management Managerial and Organizational Cognition (MOC) Division Best Paper Competition
12. **Dai, H.**, Chan, C., & Mogilner, C. (2020). People rely less on consumer reviews for experiential purchases than for material purchases. *Journal of Consumer Research*, 46(6), 1052-1075.
13. Zhang, D.*, **Dai, H.***, Dong, L., Qi, F., Zhang, N., Liu, X., Liu, Z., & Yang, J. (2020). The long-term and spillover effects of price promotions on retailing platforms: Evidence from a large randomized experiment on Alibaba. *Management Science*, 66(6), 2589-2609.
 - Finalist in 2018 POMS Applied Research Competition
 - Finalist in 2018 POM-CBOM Junior Scholar Competition
 - An extended abstract was published in *Production and Operations Management* as part of the 2018 POMS Applied Research Challenge Competition
14. **Dai, H.*** & Zhang, D.* (2019). Prosocial goal pursuit in crowdfunding: Evidence from Kickstarter.com. *Journal of Marketing Research*, 56(3), 498-517.
15. Zhang, D.*, **Dai, H.***, Dong, L., Wu, Q., Guo, L., & Liu, X. (2019). The value of pop-up stores on retailing platforms: Evidence from a field experiment with Alibaba. *Management Science*, 65(11), 5142-5151.
16. **Dai, H.** & Li, C.[†] (2019). How experiencing and anticipating temporal landmarks influence motivation. *Current Opinion in Psychology*, 16, 44-48.
17. **Dai, H.**, Dietvorst, B., Tuckfield, B., Milkman, K.L., & Schweitzer, M.E. (2018). Quitting when the going is tough: The downside of high performance expectations. *Academy of Management Journal*, 61(5), 1667-1691.
 - The Robert B. Cialdini Prize from SPSP
18. **Dai, H.** (2018). A double-edged sword: How resetting performance metrics affects motivation and future performance. *Organizational Behavior and Human Decision Processes*, 148, 12-29.
 - BX Award for Outstanding Research by a Doctoral Student
 - Finalist in the 2016 Wharton People Analytics Research Competition
19. **Dai, H.**, Mao, D.[†], Volpp, K., Pearce, H.E., Relish, M.J., Lawnicki, V.F., & Milkman, K.L. (2017). The effect of interactive reminders on medication adherence: A randomized trial. *Preventive Medicine*, 103, 98-102.
20. Staats, B.R., **Dai, H.**, Hofmann, D.A., & Milkman, K.L. (2017). Motivating process compliance through individual electronic monitoring: An empirical examination of hand hygiene in healthcare. *Management Science*, 63(5), 1563-1585.
21. **Dai, H.**, Mao, D.[†], Riis, J., Volpp, K., Relish, M.J., Lawnicki, V.F., & Milkman, K.L. (2017). Effectiveness of medication adherence reminders tied to "fresh start" dates: A randomized clinical trial. *JAMA-Cardiology*, 2(4), 453-455.

22. **Dai, H.**, Milkman, K.L., & Riis, J. (2015). Put your imperfections behind you: Temporal landmarks spur goal initiation when they signal new beginnings. *Psychological Science*, 26(12), 1927-1936.
23. **Dai, H.**, Milkman, K.L., Hofmann, D.A., & Staats, B.R. (2015). The impact of time at work and time off from work on rule compliance: The case of hand hygiene in healthcare. *Journal of Applied Psychology*, 100(3), 846-862.
24. **Dai, H.**, Milkman, K.L., & Riis, J. (2014). The fresh start effect: Temporal landmarks motivate aspirational behavior. *Management Science*, 60(10), 2563-2582.
25. Brooks, A.W., **Dai, H.**, & Schweitzer, M.E. (2014). I'm so sorry about the rain! Superfluous apologies demonstrate empathic concern and increase trust. *Social Psychological and Personality Science*, 5(4), 467-474.

MANUSCRIPTS UNDER REVISION OR REVIEW

26. Brody, I.*, **Dai, H.***, Saccardo, S.*, Milkman, K.L., Duckworth, A.L., Patel, M.S., Gromet, D.M. Targeting behavioral interventions based on baseline motivation increases vaccine uptake. Revise & Resubmit at *Organizational Behavior and Human Decision Processes*.
27. Reiff, J.S.†, **Dai, H.**, Gallus, J., McClough, A., Eitniear, S., Slick, M., & Blank, C. When impact appeals backfire: Evidence from a multinational field experiment and the lab. Revise & Resubmit at *Journal of Marketing Research*.
28. Zeng, Z.†, Clyde, N.†, **Dai, H.**, Zhang, D., Xu, Z., & Shen, M. The value of customer-related information on service platforms: Evidence from a large field experiment. Revise & Resubmit at *Manufacturing & Service Operations Management*.
29. Long, X.*, Sun, J.*, **Dai, H.**, & Zhang, D. The choice overload effect in online retailing platforms. Revise & Resubmit at *Manufacturing & Service Operations Management*.
30. Brody, I.†, **Dai, H.**, Gallus, J., Koutmeridou, K. From warm glow to cold chill: The effect of choice framing on donations
 - One of the best accepted papers in the 2024 Academy of Management Annual Meeting program
31. Saccardo, S.*, **Dai, H.***, Han, M.A., Raja, N., Vangala, S., Croymans, D.M. Assessing nudge scalability: Two lessons from large-scale RCTs.
32. **Dai, H.***, Long, X.*, & Zhang, D*. Is transparency enough? The effect of historical pay information on negotiation.
 - Honorable mention for the 2021 Behavioral Operations Management Best Working Paper Award
33. **Dai, H.**, Brody, I.†, Zhang, D., & Li, X. The spillover effects of customer no-shows: An attributional model.
 - Finalist in the 2019 INFORMS Service Science Best Paper Competition

OTHER PUBLICATIONS

34. Brody, I.[†], Saccardo, S., & **Dai, H.** (2024). One size does not fit all: Behavioral interventions to promote vaccination. Costa-Font, J. & Galizzi, M. (Eds.), *Behavioural Economics and Policy for Pandemics: Insights from Responses to COVID-19* (pp. 148-190). Cambridge University Press.
35. Wu, S.J., & **Dai, H.** (2023). Field Experiments. In X. Chen & W. Shen (Eds.) *Empirical Methods in Organization and Management Research*. Peking University Press.
36. Riis, J., **Dai, H.**, & Milkman, K.L. (2022). The fresh start effect: Motivational boosts beyond New Year's resolutions. In N. Mazar and D. Soman (eds.) *Behavioral Science in the Wild*.
37. Lee, J.[†] & **Dai, H.** (2017). The motivating effects of temporal landmarks: Evidence from the field and lab. *Missouri Law Review*, 82(3), article 8.
38. **Dai, H.** (2017). Understanding the role of experience in shaping the intention-behavior relationship: A commentary on Sheeran et al. (2017). *Journal of the Association for Consumer Research*, 2(3), 319 – 321.
* An invited commentary on Sheeran et al. (2017) in the special issue on the Habit-Driven Consumer
39. Bitterly, T.B., Mislavsky, R., **Dai, H.**, & Milkman, K.L. (2015). Dueling with desire: A synthesis of past research on *want/should* conflict. In W. Hofmann and L. Nordgren (eds.) *The Psychology of Desire*.
40. **Dai, H.**, Milkman, K.L., Beshears, J., Choi, J.J., Laibson, D., & Madrian, B.C. (2012). Planning prompts as a means of increasing rates of immunization and preventative screening. *Public Policy & Aging Report*, 22(4), 16-19.

ARTICLES FOR PRACTITIONERS

- Dai, H.** (2019). Research explores how “fresh starts” affect our motivation at work. *Harvard Business Review*.
- Dai, H.** (2015). New Year's resolutions failed? Be prepared to leverage other fresh starts. *The Psych Report*

AWARDS, FELLOWS, & HONORS

- Association for Psychological Science Fellow 2024
- Association for Psychological Science Janet Taylor Spence Award for Transformative Early Career Contributions 2023
- The 2023 Behavioral Science & Policy Association's Best Publication in Behavioral Policy 2023
- Association for Psychological Science Rising Star 2021
- UCLA Anderson's Dean George W. Robbins Assistant Professor Teaching Award 2021
- UCLA Anderson's Eric and E Juline Faculty Excellence in Research Award 2020
- UCLA Hellman Fellows Award (\$19,500) 2020
- UCLA Faculty Career Development Award (\$7,500) 2020
- Poets & Quants Selection: “World's 40 Best B-School Professors Under the Age of 40” 2020
- The Robert B. Cialdini Prize from *SPSP* 2019

- Awarded annually to an outstanding publication that best explicates social psychological phenomena through field research methods and demonstrates broad relevance
- BX Award for Outstanding Research by a Doctoral Student 2015
- The Academy of Management Outstanding Reviewer Award – MOC Division 2014
- The Academy of Management Outstanding Reviewer Award – OB Division 2013
- Connie K. Duckworth Endowed Doctoral Fellowship 2013
 - Awarded annually to one outstanding female PhD student at Wharton
- Paul R. Kleindorfer Scholar Award 2013
 - Awarded annually to one outstanding PhD student in the PhD program
- Outstanding Undergraduate in Beijing 2010
- Leo KoGuan Academic Scholarship 2008
 - Awarded to the top 1% of students at Peking University

GRANTS

- **National Science Foundation & Social Science Research Council (PI, \$597,480), 2023-2026**, with Silvia Saccardo (co-PI), *An Intention-Action Framework for Improving the Impact of Public Health Initiatives*
- **NBER Roybal Centers for Behavior Change in Health & USC Roybal Center for Behavioral Interventions in Aging (PI, \$195,494), 2023-2024**, with Silvia Saccardo (co-PI). *Optimizing Interventions by Baseline Motivation to Close Care Gaps*
- UCLA Center for Impact Grant, 2024 (\$4,500)
- UCLA Morrison Center for Marketing and Data Analytics Grant, 2017, 2021, 2022 (\$11,500 total)
- UCLA Easton Technology Management Center's Faculty Research Award, 2021 (\$5,000)
- UCLA Council on Research's Faculty Research Grant, 2020 (\$5,873; with Jana Gallus)
- UCLA Council on Research's Faculty Research Grant, 2018 (\$8,775)
- LDI CHIBE / Penn Roybal Center Pilot Award, 2017 (\$15,000)
- Russell Sage Foundation Small Grants Program, 2016 (\$5,000)
- LDI CHIBE / Penn Roybal Research Award, 2014 (\$3,400)

INVITED TALKS

Universities and academic associations:

- University of Southern California, Responsible AI In Business Symposium, January 2024
- Tuscany Health Ecosystem International Workshop, November 2023
- UC Riverside, UCR School of Business, November 2023
- UCLA Anderson, Healthcare Analytics Symposium, October 2023
- UC Berkeley, Haas School of Business, October 2023
- UC San Diego, Rady School of Management, May 2023
- UCLA Human Resources Round Table's Annual Day of Learning, May 2023
- The Chinese University of Hong Kong, Shenzhen Campus, School of Management and Economics, April 2023
- The Southwestern University of Finance and Economics, School of Business Administration, April 2023
- Tsinghua University, School of Economics and Management, December 2022

- Southern University of Science and Technology, SUSTech Business School, December 2022
- Women@Anderson Preview Day, October 2022
- Peking University, Guanghua School of Management, July 2022
- International Association for Conflict Management Virtual Seminar, April 2022
- Fudan University, Fudan School of Management, March 2022
- Duke University, Fuqua School of Business, October 2021
- Xiamen University, School of Economics, October 2021
- UCLA, Social Psychology area, October 2021
- UCLA Anderson's Fully-Employed MBA Students Welcome Event, July 2021
- Hong Kong University, HKU Business School, March 2021
- Binghamton University, Data Science Transdisciplinary Area of Excellence Seminar, February 2021
- UC San Diego, Rady School of Management, May 2020 (canceled due to COVID-19)
- UC Berkeley, Haas School of Business, April 2020 (canceled due to COVID-19)
- Temple University, Global Center for Big Data in Mobile Analytics, April 2020
- UCLA Anderson's Fully-Employed MBA Students Welcome Event, April 2020
- Velocity: 2020 UCLA Anderson's Women's Leadership Summit, January 2020
- Cornell University, Center for Behavioral Economics and Decision Research, September 2019
- University of Pennsylvania, The Wharton School, April 2019
- Stanford University, Stanford Graduate School of Business, May 2018
- Harvard University, Harvard Business School, March 2018
- The Hong Kong University of Science and Technology, March 2018
- University of Washington, Foster School of Business, April 2017
- Washington University in St. Louis, Public Affairs, and Alumni & Development, December 2016
- Carnegie Mellon University, Tepper School of Business, December 2016
- Columbia University, Columbia Business School, November 2016
- UCLA Anderson School of Management, October 2016
- University of Texas at Austin, McCombs School of Business, October 2016
- The "Evaluating Nudge" Symposium at the University of Missouri, October 2016
- Olin Business School Alumni Development, September 2016
- Olin Business School's Business Research Series, May 2016
- University of North Carolina at Chapel Hill, School of Global Public Health, January 2016
- University of Southern California, The Marshall School of Business, October 2015
- University of Pennsylvania, the Character Lab directed by Dr. Angela Duckworth, January 2015
- Columbia University, Mailman School of Public Health, December 2014
- University of Chicago, Booth School of Business, December 2014
- University of North Carolina at Chapel Hill, Kenan-Flagler Business School, November 2014
- University of Utah, David Eccles School of Business, November 2014
- UCLA Anderson School of Management, November 2014
- Washington University in St. Louis, Olin Business School, November 2014
- London Business School, November 2014
- University of Delaware, Alfred Lerner College of Business & Economics, October 2014
- Cornell University, Johnson Graduate School of Management, October 2014
- Georgia Institute of Technology, Scheller College of Business, October 2014

Industries:

- Kwai Inc., May 2020
- Donor Voice, September 2019
- Ant Financial, March 2018
- Cainiao, March 2018
- VIPKID, March 2018

Plenary or invited speaker at conferences:

- Society for Personality & Social Psychology Intervention Science Pre-conference, February 2023
- Society for Personality & Social Psychology JDM Pre-conference, February 2022
- Conference on Digital Experimentation (CODE), November 2021
- Conference on Digital Experimentation (CODE), November 2019

CONFERENCE PRESENTATIONS

This section does not include talks given by coauthors.

Assessing the transferability of behavioral interventions

- Behavioral Decision Research in Management Conference, 2024 (scheduled)
- Behavioral Science & Policy Association Annual Conference, 2024 (scheduled)

Is transparency enough? The effect of historical pay information on negotiation.

- Academy of Management Annual Meeting, 2024 (scheduled)
- INFORMS Annual Meeting, 2021

Save more today or tomorrow: The role of urgency in pre-commitment design

- Society for Personality & Social Psychology Intervention Science Annual Convention, 2024

The devil is in details and context: Lessons about nudge scalability.

- Society for Personality & Social Psychology Intervention Science Pre-conference, 2023

Assessing nudge scalability: Two lessons from large-scale RCTs.

- Society for Personality & Social Psychology Annual Convention, 2023
- Society for Judgment & Decision Making Annual Meeting, 2022
- Society for Personality & Social Psychology JDM Pre-conference, 2022
- Conference on Digital Experimentation (CODE), 2021

Past performance affects responses to initial failures and fresh starts: Evidence from professional sports

- Association for Psychological Science Annual Convention, 2022

The impacts of algorithmic work assignment on fairness perceptions and productivity: Evidence from field experiments

- INFORMS Annual Meeting, 2022
- Academy of Management Annual Meeting, 2021
- Society for the Science of Motivation Annual Meeting, 2021
- Wharton People Analytics White Paper Competition, 2021
- Society for Judgment & Decision Making Annual Meeting, 2020

Behavioral nudges increase COVID-19 vaccinations

- Behavioral Science & Policy Association Annual Conference, 2021

The spillover effects of customer no-shows

- INFORMS Annual Meeting, 2019
- Academy of Management Annual Meeting, 2019

How do price promotions affect customer behavior on retailing platforms? Evidence from a large randomized experiment on Alibaba

- 2019 Conference on Digital Experimentation (CODE), 2019
- INFORMS Annual Meeting, 2019

Anticipated temporal landmarks undermine motivation for continued goal pursuit

- Academy of Management Annual Meeting, 2019

Prosocial goal pursuit in crowdfunding: Evidence from Kickstarter.com.

- Academy of Management Annual Meeting, 2018
- Society for Judgment & Decision Making Annual Meeting, 2017

A double-edged sword: How resetting performance metrics affects motivation and future performance

- Society for Personality & Social Psychology Data Blitz Session, 2017
- Academy of Management Annual Meeting, 2016
- Behavioral Decision Research in Management Conference, 2016
- Association for Psychological Science Annual Convention, 2016
- Wharton People Analytics Research Competition, 2016
- Behavioural Exchange, 2015

The effect of interactive reminders on medication adherence: A randomized trial

- Academy of Management Annual Meeting, 2017

Process compliance and electronic monitoring: Empirical evidence from hand hygiene in healthcare

- Society for Personality & Social Psychology Self-Regulation Pre-Conference, 2017
- The Habit Driven Consumer Conference, 2016
- The Behavioral Economics and Health Symposium, 2015
- Society for Medical Decision Making Annual Meeting, 2015
- Academy of Management Annual Meeting, 2015 (Session chair)

Framing the future: The risks of pre-commitment nudges and potential of fresh start messaging

- Society for Personality & Social Psychology Annual Convention, 2018
- The "Evaluating Nudge" Symposium, 2016
- Society for Judgment & Decision Making Annual Meeting, 2015
- Society of Experimental Social Psychology Conference, 2015
- Academy of Management Annual Meeting, 2015
- Association for Psychological Science Annual Convention, 2015
- Women in Business Academia Conference, 2015

- Society for Personality & Social Psychology Subjective Time and Mental Travel Pre-Conference, 2015

The fresh start effect: Temporal landmarks motivate aspirational behavior

- Behavioral Decision Research in Management Conference, 2014
- Society for Personality & Social Psychology Annual Convention, 2014
- Society for Judgment & Decision Making Annual Meeting, 2013
- Academy of Management Annual Meeting, 2013
- The Human Factor in Financial Decision Making Symposium, 2013
- Association for Consumer Research North American Conference, 2013
- Penn-CMU Roybal Center Retreat, 2012

Put your imperfections behind you: Temporal landmarks spur goal initiation when they signal new beginnings

- Association for Psychological Science Annual Convention, 2015
- Academy of Management Annual Meeting, 2014

The impact of time at work and time off from work on rule compliance: The case of hand hygiene in healthcare

- Society for Judgment & Decision Making Annual Meeting, 2014
- Academy of Management Annual Meeting, 2014
- Society for Personality & Social Psychology JDM Pre-Conference, 2014
- Society for Personality & Social Psychology Self-Regulation Pre-Conference, 2014
- Penn-CMU Roybal Center Retreat, 2013

People rely less on consumer reviews for experiential purchases than for material purchases

- Society for Judgment & Decision Making Annual Meeting, 2016
- Behavioral Decision Research in Management Conference, 2016
- Subjective Probability, Utility, and Decision Making Conference, 2013

EDITORIAL, REFEREEING, & OTHER ACADEMIC SERVICE

- Editorial Roles

Senior Editor at Organization Science, 2023-present

- *Data and Methods Transparency Committee (2024)*

Associate Editor at Management Science, 2019-2022

Editorial Review Board at Academy of Management Journal, 2020-present

- Ad-hoc Journal Reviewing

Science, Nature, Nature Human Behavior, Nature Communications, Academy of Management Journal, Academy of Management Review, Management Science, Organization Science, Strategic Management Journal, Organizational Behavior and Human Decision Processes, Psychological Science, Journal of Personality and Social Psychology, Journal of Organizational Behavior, Journal of Behavioral Decision Making, Behavioral Science & Policy, Manufacturing and Service Operations Management, Journal of Management Studies, Journal of Trust Research, Journal of Consumer Affairs, Journal of Operations Management, Marketing Science, Journal of Marketing Research, Social Psychological and Personality

Science, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Review of Economic Studies

- **Conference and Award Committees**

Behavioral Science & Policy Association New Investigator Award Committee (2023)

Academy of Management OB Division Outstanding Publication in OB Award Committee Chair (2023)

Academy of Management OB Division Outstanding Publication in OB Award Committee (2022)

Academy of Management OB Division Best Paper Award Committee (2021)

Society for the Science of Motivation Annual Meeting Program Committee (2021)

Society of Judgment and Decision Making Conference Track Committee (2018-2021)

- **Conference and Grant Reviewing**

Society of Judgment and Decision Making Annual Meeting, Behavioral Decision Research in Management Conference, Academy of Management Annual Meeting, International Association for Chinese Management Research Meeting, Israel Science Foundation

- **Service at UCLA**

UCLA Anderson Behavioral Decision Making Area PhD liaison (2023-present)

UCLA Anderson Staffing Committee (2022-2024)

UCLA Legislative Assembly Representative (2020-2023)

Leadership Foundation Course Coordinator (2020, 2023)

Organization Behavior Course Coordinator (2023)

UCLA Anderson Management & Organizations Area Search Commitment (2023)

UCLA Anderson Management & Organizations Area Speaker Series Co-organizer (2018-2022)

UCLA Anderson Behavioral Decision Making Speaker Series Co-organizer (2018-2019, 2021-2023)

Easton Technology Management Center Faculty Research Award Reviewer (2023)

The Iris Cantor UCLA Women's Health Center CTSI Pilot Funding Program Reviewer (2023)

UCLA Society of Hellman Fellows Selection Committee (2024)

DISCUSSANT / PANELIST

- Data Colada Seminar (discussant), 2022
- Anderson School of Management Research Group Seminar for undergraduate students (instructor), 2021
- The "Research Tips and Strategies from Prolific Junior Faculty" PDW session (panelist), Academy of Management, 2021
- The Virtual Quant Marketing Seminar (discussant), 2020
- The "Acting the Job Talk" PDW session (roundtable panel), Academy of Management, 2017
- The Early Career Professional Development Workshop (panelist), Olin Business School, 2016
- The "Essentials of OB" PDW session (panelist), Academy of Management, 2015

ADVISING

PhD (Co-)Advisees:

- Andrea Low, UCLA Anderson, Expected 2028
- Weishan Zhang, UCLA Anderson, Expected 2028
- Ilana Brody, UCLA Anderson, Expected 2025

Dissertation Committees:

- Nicholas Clyde, Washington University in St. Louis, Expected 2025
- Jessica Paek, Duke University, 2024, First Placement: Indiana University
- Joey Reiff, UCLA Anderson, 2023, First Placement: University of Maryland
- Bing Bai, Washington University in St. Louis, 2023, First Placement: McGill University
- Gloria Danqiao Cheng, UCLA Anderson, 2022, First Placement: UCLA Postdoc
- Jonathan Lee, Washington University in St. Louis, 2020, Current Placement: University of Minnesota Duluth

Dissertation External Reviewer

- Virginia Fedrigo, London School of Economics, Expected 2024

Qualifier Committee:

- Siying Li, University of Connecticut

TEACHING EXPERIENCE

Anderson School of Management, UCLA

- Foundations of Inclusive Leadership – Core MBA class
- Organizational Behavior – Core MBA class
- Field Methods in Management Research – PhD class

Olin Business School, Washington University in St. Louis

- Organizational Behavior within the Firms (2016, 2017) – Core undergraduate class

The Wharton School, University of Pennsylvania

- Negotiations (2014) – Elective undergraduate class

PROFESSIONAL AFFILIATIONS

- Academy of Management
- Affiliated Scientist, Behavior Change for Good Initiative (BCFG)
- Association for Psychological Science
- Behavioral Science & Policy Association
- Society for Judgment and Decision Making
- Society for Personality and Social Psychology
- Society for the Science of Motivation
- INFORMS
- Mercury Project Research Consortium