

## HENGCHEN DAI

University of California, Los Angeles  
Anderson School of Management

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### ACADEMIC POSITION

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<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>Olin Business School, Washington University in St. Louis</i>	
Assistant Professor of Organizational Behavior	2015-2017

### EDUCATION

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<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

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

1. Zeng, Z.<sup>†</sup>, **Dai, H.**, Zhang, D., Zhang, H., Zhang, R., Xu, Z. & Shen, M. The impact of social nudges on user-generated content for social network platforms. Forthcoming at *Management Science*.
2. Reiff, J.S.<sup>\*†</sup>, Zhang, J.C.<sup>\*†</sup>, Gallus, J., **Dai, H.**, Pedley, N.M., Vangala, S., Leuchter, R.K., Goshgarian G., Fox, C.R., Han, M.A., & Croymans, D.M. When peer comparison information harms physician well-being. Forthcoming at *Proceedings of the National Academy of Sciences*.
3. Bai, B.<sup>†</sup>, **Dai, H.**, Zhang, D., Zhang, F., & Hu, H. The impacts of algorithmic work assignment on fairness perceptions and productivity: Evidence from field experiments. Forthcoming at *Manufacturing & Service Operations Management*.
  - 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

4. **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
5. 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.
6. 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.
7. 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.
8. 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
9. **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.
10. 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
11. **Dai, H.\*** & Zhang, D.\* (2019). Prosocial goal pursuit in crowdfunding: Evidence from Kickstarter.com. *Journal of Marketing Research*, 56(3). 498-517.
12. 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.

13. **Dai, H.** & Li, C.<sup>+</sup> (2019). How experiencing and anticipating temporal landmarks influence motivation. *Current Opinion in Psychology*, 16, 44-48.
14. **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
15. **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
16. **Dai, H.**, Mao, D.<sup>+</sup>, 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.
17. 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.
18. **Dai, H.**, Mao, D.<sup>+</sup>, 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.
19. **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.
20. **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.
21. **Dai, H.**, Milkman, K.L., & Riis, J. (2014). The fresh start effect: Temporal landmarks motivate aspirational behavior. *Management Science*, 60(10), 2563-2582.
22. 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**

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23. Reiff, J.S.<sup>+</sup>, **Dai, H.**, Beshears, J., Milkman, K.L., & Benartzi, S. Save more today or tomorrow: The role of urgency in pre-commitment design.
24. **Dai, H.\***, Zeng, Z.<sup>.\*</sup>, Zhang, D.<sup>\*</sup>, Xu, Z., & Shen, M. The value of customer-related information on service platforms: Evidence from a large field experiment.

25. Reiff, J.S.<sup>†</sup>, **Dai, H.**, Gallus, J., McClough, A., Eitnienar, S., Slick, M., & Blank, C. When appealing to agency backfires: Evidence from a multinational field experiment and the lab.
26. **Dai, H.\***, Zhang, D.\*, & Li, X. The spillover effects of customer no-shows.
  - Finalist in the 2019 INFORMS Service Science Best Paper Competition
27. **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
28. Long, X.\*, Sun, J.\*, **Dai, H.**, & Zhang, D. Choice overload with search cost and anticipated regret: Theoretical framework and field evidence.
29. Saccardo, S.\*, **Dai, H.\***, Han, M.A., Raja, N., Vangala, S., Croymans, D.M. Assessing nudge scalability: Two lessons from large-scale RCTs.

### **OTHER PUBLICATIONS**

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30. 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*.
31. Lee, J.<sup>†</sup> & **Dai, H.** (2017). The motivating effects of temporal landmarks: Evidence from the field and lab. *Missouri Law Review*, 82(3), article 8.
32. **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
33. 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*.
34. **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**

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- 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**

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- 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**

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UCLA Easton Technology Management Center's Faculty Research Award 2021 (\$5,000)  
 UCLA Council on Research's Faculty Research Grant 2020 (\$5,873; joint with Jana Gallus)  
 UCLA Council on Research's Faculty Research Grant 2018 (\$8,775)  
 UCLA Morrison Center for Marketing and Data Analytics Grant 2017 (\$3,000)  
 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**

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Universities and academic associations:

- Peking University, Guanghua School of Management, July 2022 (scheduled)
- 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 JDM Pre-conference, February 2022
- Conference on Digital Experimentation (CODE), November 2021
- Conference on Digital Experimentation (CODE), November 2019

### **CONFERENCE PRESENTATIONS**

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This section does not include talks given by coauthors.

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

- Association for Psychological Science Annual Convention, Chicago, IL, 2022

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

- INFORMS Annual Meeting, Anaheim, CA, 2021

Behavioral nudges increase COVID-19 vaccinations

- Behavioral Science & Policy Association Annual Conference, Virtual, 2021

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

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

The spillover effects of customer no-shows

- INFORMS Annual Meeting, Seattle, WA, 2019
- Academy of Management Annual Meeting, Boston, MA, 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), Boston, MA, 2019
- INFORMS Annual Meeting, Seattle, WA, 2019

Anticipated temporal landmarks undermine motivation for continued goal pursuit

- Academy of Management Annual Meeting, Boston, MA, 2019

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

- Academy of Management Annual Meeting, Chicago, IL, 2018
- Society for Judgment & Decision Making Annual Meeting, Vancouver, BC, 2017

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

- Society for Personality & Social Psychology Data Blitz Session, San Antonio, TX, 2017
- Academy of Management Annual Meeting, Anaheim, CA, 2016
- Behavioral Decision Research in Management Conference, Toronto, ON, 2016
- Association for Psychological Science Annual Convention, Chicago, IL, 2016
- Wharton People Analytics Research Competition, Philadelphia, PA, 2016
- Behavioural Exchange 2015, London, UK, 2015

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

- Academy of Management Annual Meeting, Atlanta, GA, 2017

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

- Society for Personality & Social Psychology Self-Regulation Pre-Conference, January 2017
- The Habit Driven Consumer Conference, Catalina Island, CA, 2016
- The Behavioral Economics and Health Symposium, Philadelphia, PA, 2015
- Society for Medical Decision Making Annual Meeting, St. Louis, MO, 2015
- Academy of Management Annual Meeting, Vancouver, BC, 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, Atlanta, GA, 2018
- The "Evaluating Nudge" Symposium, Columbia, MO, 2016
- Society for Judgment & Decision Making Annual Meeting, Chicago, IL, 2015
- Society of Experimental Social Psychology Conference, Denver, CO, 2015
- Academy of Management Annual Meeting, Vancouver, BC, 2015
- Association for Psychological Science Annual Convention, New York City, NY, 2015
- Women in Business Academia Conference, Philadelphia, PA, 2015
- Society for Personality & Social Psychology Subjective Time and Mental Travel Pre-Conference, Long Beach, CA, 2015

The fresh start effect: Temporal landmarks motivate aspirational behavior

- Behavioral Decision Research in Management Conference, London, UK, 2014
- Society for Personality & Social Psychology Annual Convention, Austin, TX, 2014
- Society for Judgment & Decision Making Annual Meeting, Toronto, ON, 2013
- Academy of Management Annual Meeting, Orlando, FL, 2013
- The Human Factor in Financial Decision Making Symposium, Chicago, IL, 2013
- Association for Consumer Research North American Conference, Chicago, IL, 2013
- Penn-CMU Roybal Center Retreat, Cape May, NJ, 2012

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

- Association for Psychological Science Annual Convention, New York City, NY, 2015
- Academy of Management Annual Meeting, Philadelphia, PA, 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, Long Beach, CA, 2014
- Academy of Management Annual Meeting, Philadelphia, PA, 2014
- Society for Personality & Social Psychology JDM Pre-Conference, Austin, TX, 2014
- Society for Personality & Social Psychology Self-Regulation Pre-Conference, Austin, TX, 2014
- Penn-CMU Roybal Center Retreat, Cape May, NJ, 2013

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

- Society for Judgment & Decision Making Annual Meeting, Boston, MA, 2016
- Behavioral Decision Research in Management Conference, Toronto, ON, 2016
- Subjective Probability, Utility, and Decision Making Conference, Barcelona, Spain, 2013

## **EDITORIAL, REFEREEING, & OTHER ACADEMIC SERVICE**

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- Associate Editor  
*Organizations Department at Management Science, 2019-present*
- Editorial Review Board  
*Academy of Management Journal, 2020-present*
- Ad-hoc Journal Reviewing



*Science, Nature, Nature Human Behavior, Nature Communications, Academy of Management Journal, 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 Committees

*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 Legislative Assembly Representative (2020-2023)*

*Leadership Foundation Course Coordinator (2020)*

*Anderson Management & Organizations Area Speaker Series Co-organizer (2018-present)*

*Anderson Behavioral Decision Making Area Speaker Series Co-organizer (2018-2019, 2021-2022)*

## **DISCUSSANT / PANELIST**

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- 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**

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### Dissertation Committees:

- Joey Reiff, UCLA Anderson, Expected 2023
- Gloria Danqiao Cheng, UCLA Anderson, Expected 2023
- Bing Bai, Washington University in St. Louis, Expected 2023
- Jonathan Lee, Washington University in St. Louis, 2020, Current Placement: Post-doc at University of New Hampshire

### Qualifier Committee:

- Siying Li, University of Connecticut

## **TEACHING EXPERIENCE**

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### **Anderson School of Management, UCLA**

- Leadership Foundations – Core MBA class
  - *Instructor ratings 2020 (out of 5): Mean: 4.8; Median: 5; Mode: 5*
  - *Instructor ratings 2019 (out of 5): Mean: 4.8; Median: 5; Mode: 5*
  - *Instructor ratings 2018 (out of 5): Mean: 4.9; Median: 5; Mode: 5*
- Organizational Behavior – Core MBA class
  - *Instructor ratings 2021 (out of 5): Mean: 4.7; Median: 5; Mode: 5*
  - *Instructor ratings 2020 (out of 5): Mean: 4.7; Median: 5; Mode: 5*
  - *Instructor ratings 2017 (out of 5): Mean: 4.4; Median: 5; Mode: 5*
- Field Methods in Management Research – PhD class
  - *Instructor ratings 2019 (out of 5): Mean: 5; Median: 5; Mode: 5*

### **Olin Business School, Washington University in St. Louis**

- Organizational Behavior within the Firms (2016, 2017) – Core undergraduate class
  - *Instructor ratings (out of 10): Mean: 8.6; Median: 9; Mode: 10*

### **The Wharton School, University of Pennsylvania**

- Negotiations (2014) – Elective undergraduate class
  - *Instructor ratings (out of 4): Mean: 3.8; Median: 4; Mode: 4*

## **SELECTED NEWS COVERAGE OF MY RESEARCH**

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- The Power of Nudges, *CNN Chasing Life Podcast*, 10/12/2021
- It's Academic, *FanGraphs Effectively Wild Podcast Series*, 7/2/2021
- This Simple Text Message Can Encourage People to Get Vaccinated, Researchers Say, *CNN*, 6/29/2021
- Are You Ready for a Fresh Start?, *Freakonomics*, 3/17/2021
- How Consumers Really Use Online Reviews, *Wall Street Journal*, 10/25/2020
- Here's How to Design Your Quarantine Fresh Start, *Forbes*, 04/28/2020
- How 'Emergency Reserves' Can Help You Stick to Your Goals, *BBC*, 10/14/2019
- The Unexpected Science of Fresh Starts and Failures, *Psychology Today*, 11/22/2018
- Double-Edged Fresh Slate: Not All Second Chances Are Good Ones, *Quartz at Work*, 08/23/2018
- Solving Health Care's Hand-Washing Puzzle, *KevinMD.com*, 03/09/2018
- Is There a Perfect Time to Set Goals?, *BBC*, 10/17/2017
- The Tech that Tracks Your Movements at Work, *BBC*, 06/14/2017
- The Most Popular - and Best - Days to Start a Diet, *Today*, 05/22/2017
- September is Your Second Chance January, *New York Magazine*, 09/01/2016
- The Long-Term Effects of Tracking Employee Behavior, *Harvard Business Review*, 07/18/2016
- Is It the Right Time for a Fresh Start?, *Scientific American*, 03/01/2016
- The New Era of 30-Day Fitness Challenges, *The Wall Street Journal*, 02/09/2016
- Can Psychology Teach Us How to Stick to New Year's Resolutions?, *National Public Radio*, 01/01/2016

- New Year's Resolutions Often Fail. Good Thing the Year Is Full of Fresh Starts, *The Washington Post*, 12/15/2015
- Health Experts Don't Always Sanitize Their Hands, Data Show, *National Public Radio*, 03/02/2015
- How to Keep Your New Year's Resolutions, *Bloomberg View*, 12/30/2014
- Hand-Washing Compliance in Hospitals Suffers During Long Shifts, *ABC News Radio*, 11/12/2014
- Hospital Workers Wash Hands Less at End of Shift, Study Finds, *U.S. News & World Report*, 11/12/2014
- Hospital Patients More Likely to See Doctors and Nurses with Clean Hands If They Have Appointment in the Morning, *The Daily Mail*, 11/12/2014
- Visit Hospital in the Morning to be Sure of a Doctor with Clean Hands, *The Telegraph*, 11/11/2014
- The Exact Perfect Amount of Time to Take a Break, According to Data, *Time*, 10/20/2014
- Managers Cannot Wash Their Hands of Employees' Routine Tasks, *Financial Times*, 09/29/2014
- We're Too Busy to Follow the Rules, *Harvard Business Review*, 09/10/2014
- Want to Make Better Choices? Contrive a 'Fresh Start' Out of Thin Air, *New York Magazine*, 06/27/2014
- Why We Form New Year's Resolutions, *The Huffington Post*, 12/31/2013
- Why We Make Resolutions (and Why They Fail), *The New Yorker*, 12/30/2013
- Want People to Trust You? Apologize, *CBS Money Watch*, 11/01/2013

## **PROFESSIONAL AFFILIATIONS**

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- Academy of Management
- Society for Judgment and Decision Making
- Society for Personality and Social Psychology
- Association for Psychological Science
- Society for the Science of Motivation
- Behavioral Science & Policy Association
- Affiliated Scientist, Behavioral Change for Good Initiative
- INFORMS