

Ian Larkin

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ACADEMIC APPOINTMENTS

2018- Associate Professor (with tenure), Anderson School of Management, UCLA
2014-2018 Assistant Professor, Anderson School of Management, UCLA
2013-2014 Visiting Assistant Professor, Anderson School of Management, UCLA
2007-2014 Assistant Professor, Harvard Business School, Boston MA

EDUCATION

2007 Ph.D., Business Administration (Economics Track)
Haas School of Business, University of California, Berkeley
Dissertation: *Incentive and Contracting Problems in Enterprise Software*

1998 M.Sc. with Distinction, Development Economics
University of London
British Marshall Scholar

1996 B.A. with Highest Honors, Economics and Chinese Studies, *summa cum laude*
B.A. with Highest Honors, Japanese Studies, *summa cum laude*
University of Arizona
Phi Beta Kappa (junior year)

ACADEMIC JOURNAL ARTICLES

1. Gubler, Timothy, Ian Larkin and Lamar Pierce, “Doing Well by Making Well: The Impact of Corporate Wellness Programs on Employee Productivity,” *Management Science*, 2018 (forthcoming)
2. Larkin, Ian, Desmond Ang, Jonathan Steinhart, Matthew Chao, Mark Patterson, Sunita Sah, Tina Wu, Michael Schoenbaum, David Hutchins, Troyen Brennan and George Loewenstein, “Association Between Academic Medical Center Pharmaceutical Detailing Policies and Physician Prescribing Behavior,” *Journal of the American Medical Association*, May 2, 2017: 317(16), 1785-1795, Original Investigation article.
3. Larkin, Ian and George Loewenstein, “Business Model-Related Conflicts of Interest in Medicine: Problems and Potential Solutions,” *Journal of the American Medical Association*, May 2, 2017: 317(16), 1745-1746, Viewpoint article.
4. Gubler, Timothy, Ian Larkin and Lamar Pierce, “Motivational Spillovers from Awards: Crowding Out in a Multitasking Environment,” *Organization Science*, 2016: 27(2), 286-303.
5. Singh, Ravi and Ian Larkin, “Auditor Conservatism, Incentive Compensation, and the Quality of Financial Reporting,” *Journal of Law Economics and Organization*, 2015: 31(4), 721-751.
6. Edelman, Benjamin and Ian Larkin, “Social Comparison and Deception across Workplace Hierarchies: Field and Experimental Evidence,” *Organization Science*, 2015: 26(1), 78-98.

7. Larkin, Ian, "The Cost of High-Powered Incentives: Employee Gaming in Enterprise Software Sales," *Journal of Labor Economics*, 2014: 32(2), 1-29 (lead article).
8. Larkin, Ian, Desmond Ang, Jerome Avorn and Aaron Kesselheim, "Restrictions on Pharmaceutical Detailing Reduced Off-label prescribing of Antidepressants and Antipsychotics in Children," *Health Affairs* 2014: 33(6), 1014-1023.
9. Larkin, Ian and Stephen Leider, "Incentive Schemes, Sorting and Behavioral Biases of Employees: Experimental Evidence," *American Economic Journal: Microeconomics*, 2012: 4(2), 184-214.
10. Larkin, Ian, Lamar Pierce and Francesca Gino, "The Psychological Costs of Pay-for-Performance: Implications for the Strategic Compensation of Employees," *Strategic Management Journal*, 2012: 33 (10), 1194-1214.

WORKING PAPERS

11. Chao, Matthew and Ian Larkin, "Why Do Goal-Based Incentives Cause Cheating? Unpacking the Confounding Effects of Goals, Social Comparisons and Monetary Pay"
12. Larkin, Ian, "Paying 30,000 for a Gold Star: An Empirical Investigation into the Value of Peer Recognition to Software Salespeople"
13. Larkin, Ian, Desmond Ang, and Matthew Chao, "Do Small Gifts From Pharmaceutical Salespeople Influence Physician Prescribing? Evidence from a Large-Sample Quasi Experiment"
14. Chao, Matthew and Ian Larkin, "Regulating Conflicts of Interest through Public Disclosure: Evidence from a Physician Payments Sunshine Law"
15. Larkin, Ian, "Bargains-then-Ripoffs: Innovation, Pricing and Lock-in in Enterprise Software"
16. Larkin, Ian, "Pay for Skill Building Instead of Job Performance: Evidence from a Field Experiment in Sales"
17. Larkin, Ian and Cristian Ramirez, "Gamification and Employee Motivation: Evidence from a Fuel Savings Gamification Program at a Major Trucking Fleet"

BOOK CHAPTER

18. Larkin, Ian and Lamar Pierce, "Compensation and Employee Misconduct: the Inseparability of Productive and Counterproductive Behavior in Firms," in *Organizational Wrongdoing: Key Perspectives and New Directions*, Donald Palmer, Kristin Smith-Crowe and Royston Greenwood, eds, Cambridge University Press, 2016: 270-295.

RESEARCH IN PROGRESS

"*The Motivational Effects of 'Gameable' Incentive Systems: Evidence from a Field Experiment*"

"*Incentives and Inequality: Evidence from Gamification in a Restaurant Chain*," (with Jerry Kim and Bruce Kogut)

CONFERENCE PROCEEDINGS

Chao, Matthew and Ian Larkin, "Why Do 'Incentives' Cause Cheating? Experimental Evidence on the Roles of Monetary Rewards, Incentive System Framing and Incentive System Form," *Academy of Management Proceedings* 2013 (1).

Larkin, Ian, "Bargains-then-Ripoffs: Innovation, Pricing and Lock-in in Enterprise Software," *Academy of Management Proceedings*, 2008 (1).

Larkin, Ian, "The Cost of High-Powered Incentives: Employee Gaming in Enterprise Software Sales," *Academy of Management Proceedings*, 2007 (1).

- Finalist for "Best Student Paper Award," Business Policy and Strategy (BPS) Division, AOM 2007

TEACHING EXPERIENCE

MBA Level

2013-present *Business Strategy*, Anderson School of Management, UCLA

- Required class for full-time, part-time and Executive MBA Programs
- Won four teaching awards in first three years on faculty (Executive MBA Faculty Teaching Award, 2014; Teaching Excellence Award in the Fully Employed MBA Program, 2015 and 2016; Dean George W. Robbins Assistant Professor Teaching Award, 2015)

2010-2013 *Managing, Organizing and Negotiating for Value (MONV)*, Harvard Business School

- Elective class on managing and motivating employees

2008-2009 *Negotiation*, Harvard Business School

- Required class

2005-2007 *Strategy*, Haas School of Business, University of California Berkeley

- Graduate Teaching Assistant; required class
- Winner of *Outstanding Graduate Student Instructor* Award

2006 *Microeconomics for Business*, Haas School of Business, University of California Berkeley

- Graduate Teaching Assistant; required class

Ph.D. Level

2011-2012 *DBA Workshop on the Research Process*, Harvard Business School

2009-2011 *Management and Markets: Organizational Economics*, Harvard Business School

Executive Education

2014-present Strategy, Human Resource Management and Technology Management courses, Anderson School of Management

2009-2011 Co-Chair, *Managing Negotiators and the Deal Process*, Harvard Business School

2008-2012 Faculty Member, *Changing the Game* (negotiation and decision making), Harvard Business School

CASES AND COURSE DEVELOPMENT

“*Arck Systems (A, B, C, D, E and F)*”; case on incentive system management; includes teaching note

- Reprinted in Anthony and Govindarajan’s *Management Control Systems, 12th edition*

“*eBay Partner Networks (A, B and C)*” (with Benjamin Edelman); case on online affiliate commission systems and fraud; includes teaching note

“*Chung and Dasgupta, LLC*”; case on subjective performance assessments and firms-specific human capital; includes teaching note

“*V-Cola*”; six-party negotiation simulation emphasizing incentive conflicts within organizations, and incentives in negotiation; includes teaching note

“*Ponce de Leon*”; four-party negotiation simulation emphasizing motivation and Maslow’s hierarchy of needs; includes teaching note

“*Jesse J*” (with James Sebenius and Guhan Subramanian); four-party negotiation simulation emphasizing principal-agent issues and contingent contracts

“*Point Max*” (with Andy Wasynczuk); prisoner’s dilemma exercise with costly punishment and endogenous group formation

“*Technology Transfer at First Auto Works (China)*”; Haas School of Business case

NON-ACADEMIC WORK EXPERIENCE

2000-2002 Engagement Manager, Silicon Valley Office, McKinsey and Company

1998-2000 Associate, Hong Kong Office, McKinsey and Company

1995-1997 Completed three summer internships for the U.S. Department of State and Office of the U.S. Trade Representative in Beijing and Shanghai

PROFESSIONAL AND SERVICE ACTIVITIES

Co-Editor of Special Issue on “Field Evidence on Ethics and Misconduct in Organizations” (with Lamar Pierce, Shaul Shalvi and Ann Tenbrunsel), *Organizational Behavior and Human Decision Processes*, 2018-2019

Co-Liaison (with Mariko Sakakibara), UCLA Anderson Ph.D. in Strategy, 2018-present

Chair, Strategy Area Recruiting Committee, 2018-2019

Member of Strategy Area Recruiting Committee, 2015-2017

Member of Anderson Strategy Ph.D. Admissions Committee, 2013-present

Member of Legislative Assembly to Academic Senate, UCLA, 2014-2017

Ad-hoc referee for *American Economic Review*, *Quarterly Journal of Economics*, *Economic Journal*, *Journal of Labor Economics*, *Journal of Human Resources*, *Review of Economic Studies*, *Review of Economics and*

Statistics, Journal of Industrial Economics, Journal of Economics and Management Strategy, Journal of Economic Behavior and Organization, Management Science, Organization Science, Journal of Law Economics and Organization, Strategic Management Journal, Economic Inquiry

Membership in American Economic Association, Academy of Management, Society for Judgment and Decision Making, Society for Human Resource Management

Head Graduate Student Instructor, Haas School of Business, 2005-2007

Member, British Marshall Scholarship Selection Committee (New England Region), 2010-2012

Member, Flinn Scholarship Selection Committee, 2002

Member, Harry S. Truman Scholarship Selection Committee (European Region), 1998

PERSONAL

Working knowledge of Mandarin Chinese and Japanese

French Cooking Proficiency Certificate from Ecole Lenôtre (Paris)