

Noah J. Goldstein

University of California, Los Angeles – UCLA Anderson School of Management
110 Westwood Plaza, Suite A-406 – Los Angeles, CA 90095
Tel 310.825.1454 – Fax 310.825.0218 – noah.goldstein@anderson.ucla.edu
<http://www.anderson.ucla.edu/x20524.xml>

ACADEMIC EMPLOYMENT

- 2018-present Bing ('86) and Alice Liu Yang Endowed Term Chair in Teaching Excellence
Professor of Management & Organizations, UCLA Anderson School of Management
Professor of Behavioral Decision Making, UCLA Anderson School of Management
Professor of Psychology, College of Letters and Sciences, UCLA (courtesy)
Professor of Medicine, David Geffen School of Medicine, UCLA (courtesy)
- 2012-2018 Associate Professor of Management & Organizations
UCLA Anderson School of Management

Associate Professor of Psychology, College of Letters and Sciences, UCLA (courtesy)
Associate Professor of Medicine, David Geffen School of Medicine, UCLA (courtesy)
- 2008-2012 Assistant Professor of Management & Organizations
UCLA Anderson School of Management
- 2007-2008 Assistant Professor of Behavioral Science
The University of Chicago Booth School of Business

EDUCATION

- 2007 Ph.D. Social Psychology, Arizona State University
- 2000 B.S. Human Development (*With Distinction*), Cornell University

FELLOWSHIPS AND RESEARCH GRANTS

- 2018-2021 National Institute of Health/National Institutes of Aging -- 1R01AG059815-01 (Co-Investigator) “Pragmatic Trial of an Electronic Health Record/Behavioral Economics Intervention to Reduce Pre-operative Testing for Cataract Surgery”
- 2018-2022 National Institutes of Health (NHLBI) 1U01HL142104-01 (Co-Investigator) “Behavioral Economics and Implementation Research to Reduce Cardiovascular Risk in HIV-infected Adults”
- 2017-2019 National Institutes of Health (NIH) -- R21AG057396-01 (Co-Investigator) “Reducing High-Risk Geriatric Polypharmacy via EHR Nudges”
- 2017-2019 National Institutes of Health -- 1R21AG057383-01 (Co-Investigator) “Behavioral Economics Applications to Geriatrics Leveraging EHRs (BEAGLE)”

FELLOWSHIPS AND RESEARCH GRANTS (CONTINUED)

- 2017-2019 National Institutes of Drug Abuse -- 1R21AG057400-01 (Co-Investigator) “Improving Quality & Equity of Emergency Care Decisions (IQED)”
- 2017-2022 National Institutes of Health: 7R01MD011544-02 (Co-Investigator)
“Financial Incentive Strategies for Weight Loss in Obese Patients Living in Socioeconomically Disadvantaged Neighborhoods”
Total Award: \$745,282
- 2013-2015 National Science Foundation (NSF) – Division of Social and Economic Sciences: SES-1257189 (Co-Investigator) “ENGAGE - Behavioral Responses to Advanced Energy Metering Technology: A Large Scale Experiment”
Total Award: \$446,912
- 2013-2014 UCLA Transdisciplinary Seed Grant (\$25,000)
Leveraging SmartMeter Technology to Reduce Energy Consumption
- 2013-2014 UCLA Transdisciplinary Seed Grant (\$25,000)
Reducing Procrastination of Mammograms Through Shorter Implied Deadlines
- 2012-2017 National Institutes of Health (NIMHD): 1P60MD00692301 (Co-Investigator)
“Bridging Research, Innovation, Training & Education Solutions for Minority Health: Financial Incentives and SMS to Improve African American Women's Glycemic Control”
Total Award: \$6,400,000
- 2012-2013 Department of Energy and LADWP Grant: DE-EE0004019 and CB-USC-PS03 (Site Principal Investigator) “Smart Grid Regional Demonstration Project- Customer Behavior Pilot Experiments”
Site Award: \$350,000
- 2010-2013 National Institutes of Health (NIA): 1RC4AG039077-01(Co-Investigator)
“Monetary Incentives and Intrinsic Motivation to Sustain Hypertension Control”
Total Award: \$1,247,695
- 2010-2013 National Institutes of Health (NIA): 1RC4AG039115-01 (Co-Investigator)
“Use of Behavioral Economics to Improve Treatment of Acute Respiratory Infections”
Total Award: \$11,464,018
- 2010 UCLA Center for International Business Education & Research Faculty Grant
- 2007-2009 Templeton Foundation Grant, University of Chicago Booth School of Business
Affiliated Researcher for “Understanding Human Nature to Harness Human Potential”
- 2006-2007 National Institutes of Health: 1F31AA016432 (Principal Investigator)
Ruth L. Kirschstein NRSA Predoctoral Fellowship
- 2003-2006 National Science Foundation Graduate Research Fellowship

HONORS AND AWARDS

- 2018 Outstanding Teaching Award, GEMBA NUS-UCLA Program, UCLA Anderson
- 2017 Outstanding Teaching Award, GEMBA NUS-UCLA Program, UCLA Anderson
- 2016 Neidorf “Decade” Teaching Award, UCLA Anderson
- 2014 Citibank Teaching Award for Most Outstanding MBA Teacher, UCLA Anderson
- 2012 Emerald Management Reviews Citation of Excellence Award (awarded for impact, to the top 50 out of 15,000 peer-reviewed management research papers published in 2008).
- 2011 2011 JCR Best Article Award (for the best *Journal of Consumer Research* article published in 2008)
- 2011 Dean George W. Robbins Assistant Professor Teaching Award, UCLA Anderson
- 2010 Eric and “E” Juline Faculty Excellence in Research Award, UCLA Anderson
- 2009 The HBR List: Breakthrough Ideas for 2009, *Harvard Business Review*
- 2008 *New York Times* Best Seller List (*Yes!*). Other Best Lists include: *Wall Street Journal* Business Best Seller List, *Business Week* Best Seller List, *USA Today* Best Seller List
- 2008 Long-listed for Royal Society Prize for Science Books 2008 (*Yes!*)
- 2006 Society for Personality and Social Psychology (SPSP) Poster Award

PUBLICATIONS (* denotes student/postdoc co-author)

- Rogers, T., Goldstein, N. J., & Fox, C. R. (2018). Social mobilization. *Annual Review of Psychology*, 69, 357–81.
- Schultz, P. W., Nolan, J. M., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2018). The constructive, destructive, and reconstructive power of social norms—reprise. *Perspectives on Psychological Science*, 13 (2), 249-254.
- Linder, J. A., Meeker, D., Fox, C. R., Friedberg, M. W., Persell, S. D., Goldstein, N. J., & Doctor, J. N. (2017). Persistence of effects of behavioral interventions on inappropriate antibiotic prescribing. *Journal of the American Medical Association (JAMA)*, 318 (14), 1391-1392.
- Cortland, C. I.,* Craig, M.,* Shapiro, J. R., Richeson, J., Neel, R., & Goldstein, N. J. (2017). Solidarity through shared disadvantage: Highlighting shared experiences of discrimination improves relations between stigmatized groups. *Journal of Personality and Social Psychology*, 113 (4), 547-567.

- Persell, S. D., Doctor, J. N., Friedberg, M. W., Meeker, D., Friesema, E., Cooper, A., Haryani, A., Gregory, D. L., Fox, C. R., Goldstein, N. J., & Linder, J. A. (2016). Behavioral interventions to reduce inappropriate antibiotic prescribing: a randomized pilot trial. *BMC Infectious Diseases*, 16, 373-381.
- Meeker, D., Linder, J. A., Fox, C. R., Friedberg, M. W., Persell, S. D., Goldstein, N. J., Knight, T. K., Hay, J. W., & Doctor, J. N. (2016). Effect of behavioral interventions on inappropriate antibiotic prescribing among primary care practices: A randomized clinical trial. *Journal of the American Medical Association (JAMA)*, 315, 562-570.
- Cialdini, R. B., Martin, S. J., & Goldstein, N. J. (2015). Small behavioral science–informed changes can produce large policy-relevant effects. *Behavioral Science & Policy*, 1, 21–27.
- Hays, N. A.*, & Goldstein, N. J. (2015) Power and legitimacy influence conformity. *Journal of Experimental Social Psychology*, 60, 17-26.
- Fombelle, P. W., Sirianni, N. J., Goldstein, N. J., & Cialdini, R. B. (2015). Let them all eat cake: Providing VIP services without the cost of exclusion for non-VIP customers. *Journal of Business Research*.
- Tannenbaum, D., Doctor, J.N., Persell, S.D., Friedberg, M.W., Meeker, D., Friesema, E.M., Goldstein, N.J., Linder, J.A., & Fox, C.R. (2014). Nudging physician prescription decisions by partitioning the order set: Results of a vignette-based study. *Journal of General Internal Medicine*, 30, 296-304.
- Goldstein, N. J., Vezich, I. S.,* & Shapiro, J. R. (2014). Perceived perspective-taking: When others walk in our shoes. *Journal of Personality and Social Psychology*, 106, 941-960.
- Meeker, D., Knight, T. K., Friedberg, M. W., Linder, J. A., Goldstein, N. J., Fox, C. R., Rothfeld, A., Diaz, G., & Doctor, J. N. (2014). Nudging guideline-concordant antibiotic prescribing using public commitments. *JAMA Internal Medicine*, 174, 425-431.
- Persell, S. D., Friedberg, M. W., Meeker, D., Linder, J. A., Fox C. R., Goldstein, N. J., Shah P. D., Knight, T. K., & Doctor, J. N. (2013). Use of behavioral economics and social psychology to improve treatment of acute respiratory infections: Rationale and design of a cluster randomized controlled trial - Study protocol and baseline practice and provider characteristics. *BMC Infectious Diseases*, 13, 290-299.
- Mogler, B. K., Shu, S. B., Fox, C. R., Goldstein, N. J., Victor, R. G., Escarce, J. J., & Shapiro, M. F. (2012). Using insights from behavioral economics and social psychology to help patients manage chronic diseases. *Journal of General Internal Medicine*, 28, 711-718.
- Goldstein, N. J., & Hays, N. A.* (2011). Illusory power transference: The vicarious experience of power. *Administrative Science Quarterly*, 56, 593-621.
***Featured in the May 2013 issue of *Harvard Business Review*.**
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2011). Reciprocity by proxy: A novel influence strategy for stimulating cooperation. *Administrative Science Quarterly*, 56, 441-473.

- Göckeritz, S., Schultz, P. W., Rendon, T., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2010). Descriptive normative beliefs and conservation behavior: The moderating roles of personal involvement and injunctive normative beliefs. *European Journal of Social Psychology, 40*, 514-523.
- Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Sundie, J. M., Cialdini, R. B., & Kenrick, D. T. (2009). Fear and loving in Las Vegas: Evolution, emotion, and persuasion. *Journal of Marketing Research, 46*, 384-395.
- Ackerman, J. M., Goldstein, N. J., Shapiro, J. R., & Bargh, J. A. (2009). You wear me out: The vicarious depletion of self-control. *Psychological Science, 20*, 326-332.
- Goldstein, N. J. (2009). Harnessing social pressure. *Harvard Business Review, 87*, 25.
- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2008). A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research, 35*, 472-482.
***Winner of the 2011 JCR Best Article Award (for the best JCR article published in 2008).**
***Winner of the 2012 Emerald Management Reviews Citation of Excellence Award (for the top 50 peer-reviewed management research papers published in 2008, out of 15,000).**
- [Reprinted in Baumeister, R. F., & Vohs, K. D. (2011). *New Directions in Social Psychology*. London: SAGE Publications.]
- Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Social norms: An underestimated and underemployed lever for managing climate change. *International Journal for Sustainability Communication, 3*, 5-13.
- Nolan, J. P., Schultz, P. W., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2008). Normative social influence is underdetected. *Personality and Social Psychology Bulletin, 34*, 913-923.
- Griskevicius, V., Cialdini, R. B., & Goldstein, N. J. (2008). Peer influence: An underestimated and underemployed lever for change. *Sloan Management Review, 49*, 84-88.
- Goldstein, N. J., & Cialdini, R. B. (2007). The spyglass self: A model of vicarious self-perception. *Journal of Personality and Social Psychology, 92*, 402-417.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (2007). Invoking social norms: A social psychology perspective on improving hotels' linen-reuse programs. *Cornell Hotel and Restaurant Administration Quarterly, 48*, 145-150.
- Schultz, P. W., Nolan, J. M., Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2007). The constructive, destructive, and reconstructive power of social norms. *Psychological Science, 18*, 429-434.
- Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Cialdini, R. B., & Kenrick, D. T. (2006). Going along versus going alone: When fundamental motives facilitate strategic (non)conformity. *Journal of Personality and Social Psychology, 91*, 281-294.
- Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology, 55*, 591-621.

Cialdini, R. B., Petrova, P. K., & Goldstein, N. J. (2004). The hidden costs of organizational dishonesty. *Sloan Management Review*, 45, 67-73.

[Reprinted in Richardson, J. E. (2005). *Annual Editions: Business Ethics 05/06* (17th ed). Guilford, CT: McGraw-Hill/Dushkin.]

Cialdini, R. B., & Goldstein, N. J. (2002). The science and practice of persuasion. *Cornell Hotel and Restaurant Administration Quarterly*, 43, 40-50.

[Reprinted in Duffy, K. G. (2004). *Annual Editions: Social Psychology 05/06* (6th ed). Guilford, CT: McGraw-Hill/Dushkin.]

BOOK CHAPTERS

Goldstein, N. J., & Angulo, A. N. (2017). Field experimentation: Promoting environmentally friendly consumer behavior. In N. Mizik D. M. Hanssens (Eds.), *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*. London: Elgar Publishing.

Goldstein, N. J., & Mortensen, C. R. (2012). Social norms: A how-to (and how-not-to) guide. In D. T. Kenrick, N. J. Goldstein, and S. L. Braver (Eds.), *Six Degrees of Social Influence*. New York: Oxford University Press.

Cialdini, R. B., Goldstein, N. J., & Griskevicius, V. (2011). What social psychologists can learn from evaluations of environmental interventions. In M. Marks, S. Donaldson, and B. Campbell (Eds.), *Social Psychology For (and From) Program and Policy Evaluation*. New York: Guilford.

Goldstein, N. J., & Cialdini, R. B. (2010). Managing normative influence in organizations. In K. Murnighan, R. van Dick, and D. de Cremer (Eds.), *Social Psychology in Organizations*. New York: Psychology Press.

Goldstein, N. J., & Cialdini, R. B. (2009). Normative influences on consumption and conservation behaviors. In M. Wänke (Ed.), *The Social Psychology of Consumer Behavior* (pp. 273-296). New York: Psychology Press.

Goldstein, N. J., & Cialdini, R. B. (2007). Using social norms as a lever of social influence. In A. Pratkanis (Ed.), *The Science of Social Influence: Advances and Future Progress* (pp. 167-192). Philadelphia, PA: Psychology Press.

MANUSCRIPTS INVITED TO REVISE AND RESUBMIT (* denotes student author)

Hays, N. A.*, & Goldstein, N. J. The chance to cheat: Opportunities for unethical behavior create a thirst for power. Invited revision at *Academy of Management Journal*.

Angulo, A. A.*, Colby, H.*, & Goldstein, N. J. Consequences of perceived ownership in charitable giving decisions. Invited revision at *Journal of Consumer Research*.

Angulo, A. A.*, Goldstein, N. J., & Norton, M. I. Friendship fallout and bailout backlash: The psychology of borrowing and lending. Invited revision at *Psychological Science*.

BOOKS

Martin, S. J., Goldstein, N. J., & Cialdini, R. B. (2014). *The Small Big: Small Changes that Spark Big Influence*. New York: Grand Central Publishing.

*Translated in 17 languages to date. International titles and publishers available upon request.

Goldstein, N. J., Martin, S. J., & Cialdini, R. B. (2008). *Yes!: 50 Scientifically Proven Ways to Be Persuasive*. New York: Free Press.

* *New York Times* Best-Seller. Translated in 25 languages to date and more than 750,000 copies purchased worldwide. International titles and publishers available upon request.

EDITED BOOK

Kenrick, D. T., Goldstein, N. J., & Braver, S. L. (2012). *Six Degrees of Social Influence*. New York: Oxford University Press.

CHAired CONFERENCE SYMPOSIA

Griskevicius, V., & Goldstein, N. J. (2010, October). Going against the grain: The evolutionary roots of normative influence. Symposium conducted at the 2010 Association for Consumer Research Conference, Jacksonville, FL.

Griskevicius, V., & Goldstein, N. J. (2010, January). The selfish origins of selflessness: Integrating evolutionary, economic, and psychological models of helping and cooperation. Symposium conducted at the 2010 Society for Personality and Social Psychology Conference, Las Vegas, NV.

Caruso, E. M., & Goldstein, N. J. (2008, October). Going green and seeing green: Social routes to conservation and monetary roadblocks to consideration. Symposium conducted at the 2008 Association for Consumer Research Conference, San Francisco, CA.

SELECTED CONFERENCE PRESENTATIONS

Tannenbaum, D.,* Fox, C. R., & Goldstein, N. J. (August 2017). Partitioning menu items to nudge single-item choice. Paper to be presented at the 2017 Academy of Management conference, Atlanta, GA.

Angulo, A.N., Colby, H., Goldstein, N.J. (August 2015). Strength of ownership counterintuitively increases charitable donations. Paper presented at the 2015 Academy of Management conference, Vancouver, Canada.

Goldstein, N. J., Vezich, I. S., & Shapiro, J. R. (February 2015). Perceived perspective taking: When others walk in our shoes. Paper presented at the 2015 Judgment and Decision Making Preconference of the Society for Personality and Social Psychology Conference, Long Beach, CA.

- Goldstein, N.J., Angulo, A.N., Norton, M.I. (February 2015). The psychology of borrowing and lending. Paper presented at the 2015 Society for Personality and Social Psychology Conference, Long Beach, CA.
- Hays, N. A., & Goldstein, N. J. (August 2014). Power and legitimacy: The moderating effect of legitimacy on conformity. Paper presented at the 2015 meeting of the Academy of Management, Philadelphia, PA.
- Angulo, A.N., Goldstein, N.J., Norton, M. (February 2014). Asymmetries in Borrowing and Lending. Poster presented at the 2014 Society for Personality and Social Psychology Conference, Austin, TX.
- Sintov, N. D., Angulo, A. N., Vezich, I. S., Goldstein, N. J., & Orosz, M. D. (November 2013). New directions in goal setting: The effect of action planning on electricity conservation. Paper presented at the 2013 Behavior Energy and Climate Change conference, Sacramento, California.
- Goldstein, N. J., Angulo, A. N., & Cialdini, R. B. (October 2013). The psychology of borrowing and lending. Paper presented at the 2013 Association for Consumer Research Conference, Chicago, Illinois.
- Hays, N. A. (January 2012). Power and legitimacy: The moderating effect of legitimacy on conformity. Poster presented at the 2012 Society for Personality and Social Psychology Conference, San Diego, California.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (January 2011). Reciprocity by proxy: Harnessing obligation for cooperation in corporate responsibility programs. Paper presented at the 2011 Society for Personality and Social Psychology Conference, San Antonio, Texas.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (October 2010). Reciprocity by proxy: Expanding the boundaries of the norm of reciprocity to induce environmental action. Paper presented at the 2010 Association of Consumer Research Conference, Jacksonville, Florida.
- Griskevicius, V., Goldstein, N. J., & Redden, J. (October 2010). Going against the grain: The evolutionary roots of normative influence. Paper presented at the 2010 Association of Consumer Research Conference, Jacksonville, Florida.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (August 2010). Reciprocity by proxy: Harnessing obligation for cooperation in corporate responsibility programs. Paper presented at the 2010 Academy of Management Conference, Montreal, Canada.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (June 2010). Reciprocity by proxy: Harnessing obligation for cooperation in corporate responsibility programs. Paper presented at the 2010 Behavioral Decision Research in Management Conference, Pittsburgh, PA.
- Goldstein, N. J., Griskevicius, V., & Mortensen, C. R. (January 2010). Vicarious reciprocity: Inheriting the social debts of close others. Paper presented at the 2010 Society of Personality and Social Psychology Conference, Las Vegas, NV.

- Goldstein, N. J., & Cialdini, R. B. (March, 2009). The constructive, deconstructive, and reconstructive power of social norms. Paper presented at the 2009 Social Psychology and Organizations Conference, Kellogg School of Management, Evanston, IL.
- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (February, 2009). Norms-based messaging: An untapped power source for environmental action. Paper presented at the 2009 Society of Personality and Social Psychology Conference, Tampa Bay, FL.
- Goldstein, N. J. (February, 2009). The spyglass self: A model of vicarious self-perception. Paper presented at the Attitudes Preconference at the 2009 Society of Personality and Social Psychology Conference, Tampa Bay, FL.
- Goldstein, N. J., Griskevicius, V., & Mortensen, C. R. (February, 2009). Vicarious reciprocity: Inheriting the social debts of close others. Paper presented at the meeting of the 2009 Society for Consumer Psychology, San Diego, CA.
- Goldstein, N.J., Griskevicius, V., & Cialdini, R.B. (October, 2008). Limitations of global norms on global conservation: Using provincial norms to motivate pro-environmental behavior. Paper presented at the meeting of the Association for Consumer Research, San Francisco, CA.
- Goldstein, N.J., & Cialdini, R. B. (August, 2008). The spyglass self: A Model of vicarious self-perception. Paper presented at the meeting of the Academy of Management Conference, Anaheim, CA.
- Goldstein, N. J., Griskevicius, V., & Cialdini, R. B. (October, 2007). The push technique: Predecisional bias among fluid choice sets. Paper presented at the meeting of the Association for Consumer Research, Memphis, TN.
- Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Sundie, J. M., Cialdini, R. B., & Kenrick, D. T. (October, 2007). Fear & loving in Las Vegas: When fundamental motives lead basic persuasion heuristics to backfire. Paper presented at the meeting of the Association for Consumer Research, Memphis, TN.
- Goldstein, N. J., & Cialdini, R. B. (September, 2006). The spyglass self: A model of vicarious self-perception. Paper presented at the meeting of the Association for Consumer Research, Orlando, FL.
- Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (September, 2006). A room with a viewpoint: Using norm-based appeals to motivate conservation behaviors. Paper presented at the meeting of the Association for Consumer Research, Orlando, FL.
- Griskevicius, V., Goldstein, N. J., Mortensen, C. R., Cialdini, R. B., & Kenrick, D. T. (January, 2006). Going along versus going alone: When fundamental motives facilitate strategic (non)conformity. Paper presented at the meeting of the Society of Personality and Social Psychology, Palm Springs, CA.
- Goldstein, N. J., & Cialdini, R. B. (January, 2006). The spyglass self: A model of vicarious self-perception. Poster presented at the meeting of the Society of Personality and Social Psychology, Palm Springs, CA.
- *Winner of 2006 SPSP Graduate Student Poster Award.**

SELECTED INVITED TALKS

- 2007 The University of Chicago Booth School of Business
- 2007 Northwestern University, Kellogg School of Management
- 2007 Stanford University, Stanford Graduate School of Business
- 2007 The University of Chicago, Social Psychology Program
- 2008 Northwestern University, Social Psychology Program
- 2008 Texas A&M, Psychology Department
- 2008 University of California, Los Angeles, Anderson School of Management
- 2008 University of Southern California, Marshall School of Business,
- 2008 University of California, Los Angeles, Social Psychology Program
- 2008 University of California, Los Angeles, Center for Behavior, Evolution, and Culture
- 2009 Google Inc.
- 2009 Attitudes Preconference, Society for Personality and Social Psychology 2009 Conference
- 2009 Kellogg School of Management, Social Psychology and Organizations Conference
- 2009 UCLA Anderson School of Management, Global Business Leadership Conference
- 2009 UCLA Anderson School of Management, Alumni Weekend
- 2009 Meiji University (Tokyo), Conference on 21st Century Global Business Issues
- 2009 The Market Research Event 2009
- 2010 University of California, Los Angeles, UCLA Anderson Alumni Weekend
- 2010 Carnegie Melon University, Center for Behavioral Decision Research
- 2010 London Business School, Organizational Behavior
- 2010 Stanford Graduate School of Business, Center for Social Innovation
- 2010 University of California, Los Angeles, UCLA Alumni Weekend
- 2010 Wharton School of the University of Pennsylvania, Decision Process Seminar
- 2011 Wharton School of the University of Pennsylvania, Operations and Information Management
- 2011 University of Virginia, Frank Batten School of Leadership and Public Policy
- 2011 University of Southern California, Psychology Department
- 2011 Harvard Business School, Negotiation, Organizations, and Markets group
- 2012 Intuit Inc.
- 2012 INSEAD, Singapore Campus
- 2013 Columbia Business School, Center for Decision Sciences
- 2013 University of California, San Diego Psychology Department
- 2014 University of California, Santa Barbara Bren School of Environmental Science & Management
- 2014 University of California, Riverside, Anderson Graduate School of Management
- 2014 Harvard Business School, Organizational Behavior group
- 2015 American Express

RECENT MBA TEACHING

- UCLA Anderson School of Management (most recent instructor ratings by course, to nearest tenth)
- | | |
|--|------------------------------|
| <i>Organizational Behavior</i> (MBA Core, two sections) – Spring 2010 | Rating: 4.9 and 4.6 out of 5 |
| <i>Organizational Behavior</i> (EMBA) – Fall 2016 | Rating: 4.6 out of 5 |
| <i>Persuasion and Influence</i> (FEMBA, MBA) – Fall 2016 | Rating: 4.7 and 4.3 out of 5 |
| <i>Strategic Leadership and Implementation</i> (GEMBA UAI, NUS) – 2015/6 | Rating: 4.9 and 4.7 out of 5 |
| <i>Leadership Foundations</i> (FEMBA, MBA) – Fall 2016 | Rating: 4.96 out of 5 (both) |

CONSULTATION

United States Census Bureau
United States Department of Energy
New York State Energy Research & Development Authority
Intuit Inc.

United States Forest Service
Accenture
Holiday Inn
Wikipedia.org

PROFESSIONAL SERVICE

2014-2017 Editorial Board (Consulting Editor) for *Journal of Personality and Social Psychology*

Ad Hoc Reviewer for:

Journal of Personality and Social Psychology

Personality and Social Psychology Bulletin

Administrative Science Quarterly

Journal of Consumer Research

Journal of Marketing

Group Processes and Intergroup Relations

Health Psychology

Law and Human Behavior

Trends in Cognitive Sciences

Applied Psychology: An International Review

Organizational Behavior and Human Decision Processes

Social Psychological and Personality Science

Journal of Behavioral Decision Making

National Science Foundation (Division of Behavioral and Cognitive Sciences)

National Science Foundation (Division of Social and Economic Sciences)

TESS: Time-sharing Experiments for the Social Sciences

Association for Consumer Research Conference

International Association for Conflict Management Conference

Program Committee: Association for Consumer Research Conference 2009

Psychological Science

Journal of Experimental Social Psychology

Organization Science

Journal of Consumer Psychology

British Journal of Social Psychology

Social Influence

European Journal of Social Psychology

Journal of Politics

Journal of Socio-Economics

Environment & Behavior

Academy of Management Journal

Social Psychology Quarterly

SCIENTIFIC ADVISORY BOARDS

Center for Cost-Effective Consumerism, Express Scripts Inc. (2010-present)

Allianz Global Investors Center for Behavioral Finance (2010-11)

DOCTORAL COMMITTEES

Ashley Angulo (chair, Assistant Professor at Lundquist College of Business, University of Oregon)

Li Jiang

Heajung Jung (now an Assistant Professor at Konkuk University in South Korea)

Iñigo Gallo '13 (now an Assistant Professor at IESE Business School)

Nicholas Hays '12 (co-chair, now an Assistant Professor at Michigan State Broad College of Business)

Emily Falk '10 (now an Assistant Professor at University of Michigan)

PROFESSIONAL AFFILIATIONS

American Psychological Association
Society for Personality and Social Psychology
Association for Psychological Science
Society for Judgment and Decision-Making

Academy of Management
Association for Consumer Research
Society for Consumer Psychology