



## HARVARD | BUSINESS | SCHOOL

**Ashley V. Whillans**

HARVARD BUSINESS SCHOOL  
BAKER LIBRARY | BLOOMBERG | 437  
BOSTON, MA 02163  
Office: 1-617-495-6587  
awhillans@hbs.edu

### EDUCATION

- November 2017      **Ph.D., Social Psychology**  
University of British Columbia, Vancouver, Canada  
CAGS/ProQuest Dissertation Award Winner. Best PhD Thesis in Canada in 2017  
across the Fine Arts, Humanities, and Social Sciences.
- May 2014      **M.A., Social Psychology**  
University of British Columbia, Vancouver, Canada
- April-August 2014      **Visiting Scholar**  
Chicago Booth School of Business, Chicago, IL
- May 2012      **B.A. Honors, Psychology**  
University of British Columbia, Vancouver, Canada  
Designation: Wesbrook Scholar (Top 1% of graduating class for academic  
achievement, leadership, and service)

### GOVERNMENT & ACADEMIC POSITIONS

- July 2017-Present      **Assistant Professor**  
Negotiation, Organizations, and Markets  
Harvard Business School, Boston, MA  
Faculty Affiliate: Behavioral Insights Group  
Faculty Affiliate: Mind, Brain, and Behavior Initiative
- November 2016-  
Present      **Behavioral Scientist**  
Behavioral Science Division  
Public Service Agency, British Columbia Government
- May-Sept 2016      **Research Fellow**  
Behavioral Insights Team, North America

### AWARDS & HONORS

- 2018      **CAGS/ProQuest Dissertation Award, \$1,500 CAD**  
Best PhD thesis in Canada across the fine arts, social sciences, and humanities.  
**Named a “Rising Star of Behavioral Science in Financial Well-being”**  
*International Behavioral Exchange, BX 2018*
- 2017      **Heritage Foundation Dissertation Award**

- 2016 The Society for Personality & Social Psychology, \$1,000 USD  
**Killam Graduate Teaching Assistant Award**, University-wide award recognizing the top 1% of TA's. Most competitive award graduate students can win for teaching at the University of British Columbia, \$1,000 CAD  
**Paper Award**, Judgment & Decision Making
- 2015 Society for Personality & Social Psychology, \$200 USD  
**Named a "Rising Star of Behavioral Science"**  
*Behavioral Science & Policy Association, BX 2015*  
**Faculty Travel Award**, Psychology, University of British Columbia, \$900 CAD  
**Stan Coren Prize for Top Psychology Master's Thesis**  
The University of British Columbia, \$125 CAD  
**Certificate of Academic Excellence for Top Master's Thesis**  
Canadian Psychological Association  
**Travel Award**, Department of Psychology  
The University of British Columbia, \$500 CAD  
**Travel Award**, Faculty of Graduate Studies  
University of British Columbia, \$500 CAD
- 2014 **Travel Award**, Society for Personality and Social Psychology, \$500 USD  
**Best Poster Award**, Canadian Psychological Assn., \$125 CAD  
**Travel Award**, Judgment & Decision Making Preconference  
Society for Personality & Social Psychology, \$200 USD  
**Travel Award**, Faculty of Graduate Studies  
University of British Columbia, \$500 CAD
- 2013 **Travel Award**, Judgment & Decision Making Preconference  
Society for Personality & Social Psychology, \$200 USD  
**Travel Award**, Psi Chi Honors Psychology Society,  
\$600 USD 2012 (Selected)  
**Belkin Award for Top Psychology Honor's Thesis**  
The University of British Columbia, \$300 CAD  
**Wesbrook Scholar Designation** (UBC's top 20 students) The  
University of British Columbia, \$1,000 CAD  
**Valedictorian of Graduating Class**  
The University of British Columbia  
**Award Named in my Honor**  
UBC Goldsmith-Whillans Award for Outstanding Leadership  
**Russ Patrick Award for Undergraduate Research Writing**  
The University of British Columbia, \$1,800 CAD

## FELLOWSHIPS AND GRANTS

### Fellowships:

- 2017-2019 **Postdoctoral Fellowship**, \$81,000 CAD (*declined*)  
Social Sciences and Humanities Research Council of Canada
- 2015-2016 **Doctoral Fellowship & Research Stipend**, \$9,820 CAD  
Public Scholar Initiative, The University of British Columbia
- 2014-2018 **Doctoral Fellowship**, \$105,000 CAD  
Social Sciences and Humanities Research Council of Canada  
**Four Year Doctoral Fellowship**, \$75,000 CAD  
University of British Columbia

2014-2015 **Michael Smith Foreign Study Supplement**, \$6,000 CAD  
Social Sciences and Humanities Research Council of Canada  
2013-2014 **Master's Scholarship**, \$17,500 CAD  
Social Sciences and Humanities Research Council of Canada  
2012-2013 **Entrance Fellowship**, \$17,500 CAD  
University of British Columbia

**Grants:**

2018 **Harvard University, Foundations of Human Behavior Initiative**, Alleviating time-poverty among the working poor (*Primary Investigator*), \$40,000 USD  
**Harvard University, Mind Brain and Behavior Initiative**, Alleviating time-poverty among the working poor (*Primary Investigator*), \$50,000 USD  
**UCLA School of Management Global Management Initiative**, Overcoming time-poverty among the working poor (*Co-PI*), \$12,000 USD  
2017 **Incentives Research Foundation**, When and for whom cash and non-cash rewards motivate employee performance and well-being (*Co-PI*), \$10,000 USD  
**Vancouver Coastal Health**, Optimizing microbiology test utilization: a multi-center strategy (*Co-PI, advisor*), \$40,000 CAD  
**PsiChi Research Grant**, Cross cultural differences in the well-being benefits of goal pursuit and persistence (*Advisor*), \$3,500 USD  
2016 **Harvard University Foundations of Human Behavior Initiative**  
Primary Investigator, \$17,500 USD  
**PhD Research Grant, Social Connection & Health**  
APA Division 38, Health Psychology Award, \$1,500 USD  
**PhD Research Grant, Buying Happier Time**  
The Society for Personality & Social Psychology, \$2,500 USD  
2015 **PhD Research Grant, From Genes to Warm Glow**  
The University of British Columbia, \$725 CAD  
**PhD Research Grant, Psychophysiology & Generosity**  
PsiChi Honors Society in Psychology, \$3,000 USD  
**Data Collection Grant, The Barriers of Happier Time**  
Time Sharing Experiments for the Social Sciences  
**AMS Impact Grant, From Misperceptions to Connection**  
The University of British Columbia, \$3,000 CAD  
2014 **Basic Research Grant, The Benefits of Happier Time**  
Hill Holiday Consulting Firm, \$1,000 USD  
**PhD Research Grant, From Genes to Warm Glow**  
PsiChi Honors Society in Psychology, \$1,500 USD  
2013 **Flipping the Philanthropy Switch, Co-PI**  
New Paths to Purpose Initiative, \$67,337 USD  
**Research Grant, Wealth & Charitable Giving**  
The Life You Can Save, \$3,000 USD  
**MA Research Grant, The Health Benefits of Generosity**  
The University of British Columbia, \$600 CAD  
2012 **MA Research Grant, Increasing Student Engagement**  
Hunt Award, PsiChi Honors Society in Psychology, \$3,000 USD

## PUBLICATIONS

### Refereed Journal Articles (\* shared first author, \*\*=undergraduate or graduate students)

Whillans, A.V. & Dunn, E.W. (in press). Agentic appeals increase charitable giving in an affluent sample of donors. *PloS one*.

Whillans, A.V. & Dunn, E.W. (in press). Valuing time over money is associated with greater social connection. *Journal of Social & Personal Relationships*.

\*\*Landry, A., \*\*Schweyer, A., & Whillans, A.V. (in press). Winning the war for talent: Modern motivational methods for attracting and retaining top employees. *Compensation & Benefits Review*.

Whillans, A.V., Dunn, E.W., Norton, M.I. (2018). Overcoming barriers to time-saving: Reminders of future busyness encourage consumers to buy time. *Social Influence*, 13(2), 117-124.

Whillans, A.V., \*\*Hope, S.E., \*\*Wylie, L.J. \*\*Zhao, B., Souza, M.J. (2018). An intervention to improve engagement and achievement at research-intensive universities. *Teaching of Psychology*, 45(2), 172-178.

\*\*Hofer, M., \*\*Collins, H., Whillans, A.V., & Chen, F.S (2018). Olfactory cues from romantic partners and strangers moderate stress responses. *Journal of Personality & Social Psychology*, 114(1), 1-9.

Whillans, A.V., \*\*Christie, C., \*\*Cheung, S., Jordan, A.H., & Chen, F.S. (2017). From misperception to social connection: Correlates and consequences of overestimating others' social connectedness. *Personality and Social Psychological Bulletin*, 43(12), 1696-1711.

- This publication was listed as the Top #10 research insights from UBC in 2017

Whillans, A.V., Dunn, E.W., Smeets, P., Bekkers, R., & Norton, M. I. (2017). Buying time promotes happiness. *Proceedings of the National Academy of Sciences*, 114(32), 8523-8527.

- This publication was listed as the Top #10 research insights from UBC in 2017
- This publication was listed in the 2017 [top 100 scientific articles](#) by Altmetric
- This publication was listed as the Top #5 financial insights in 2017 by the New York Times

Whillans, A.V., Seider, S.C., \*\*Dwyer, R., \*\*Chen, L., \*\*Novick, S., \*\*Graminga, K.J., \*\*Mitchell, B.A., Savalei, V., Dickerson, S.S., & Dunn, E.W. (2017). Does volunteering causally improve well-being? *Comprehensive Results in Social Psychology*, 0, 1-16.

Whillans, A.V., Caruso, E.M., Dunn, E.W. (2017). Selfishness and selflessness start with the *self*: Wealth shapes responses to charitable appeals. *Journal of Experimental Social Psychology*, 5(70), 242-250.

- This publication was featured as an “[Editor’s Choice](#)” at *Science* in January, 2017

Whillans, A.V., \*\*Wisniewski, N.J., & Dunn, E.W. (2016). Seeing wealth as a responsibility improves attitudes towards taxation. *Journal of Economic Behavior & Organization*, 127, 146-154.

Whillans, A.V., Dunn, E.W., Sandstrom, G.M., Dickerson, S.S., & Madden, K.M. (2016). Is spending money on others good for your heart? *Health Psychology*, 35(6), 574-580.

Whillans, A.V., Weidman, A.C., & Dunn, E.W. (2016). Valuing time over money is associated with greater happiness. *Social Psychological & Personality Science*, 7(3), 213-222.

- Most read publication in *SPPS* in December & January, 2016. Top 10 most read as of May 2018.

- This publication was featured in the “Top 10 Insights from the Science of a Meaningful Life in 2016” by the Greater Good Science Center at UC Berkeley.

Whillans, A.V. & Dunn, E.W. (2015). Thinking about time as money decreases environmental behavior. *Organizational Behavior & Human Decision Processes*, 127, 44-52.

- Top 20 ‘organizational behavioral insights’ from Stanford Graduate School of Business in 2018.

Aknin, L.B., Dunn, E.W., Whillans, A.V., Grant, A.M., & Norton, M.I. (2013). Making a difference matters: Impact unlocks the emotional benefits of charitable giving. *Journal of Economic Behavior & Organization*, 88, 90-95.

### **Manuscripts in Submission:**

Dunn, E.W., Whillans, A.V., Aknin, L.B., & Norton, M.I. (Invited Submission). The well-being benefits of spending time and money. *Advances in Experimental Social Psychology*.

\*Hur, J., \*\*Lee, A. & \*Whillans, A.V. (Under Review). Who is more useful? The impact of performance incentives on spending time on workplace and social relationships. *Academy of Management Journal*.

Park, L.E., \*\*Lee, K., \*\*Ward, D., Naragon-Gainey, K., Piff, P. & Whillans, A.V. (Under Review). Income inequality in childhood predicts financial contingency of self-worth and well-being in adulthood. *Journal of Personality and Social Psychology*.

\*Smeets, P.M., \*Whillans, A.V., Bekkers, R., & Norton, M.I. (Invited Revision). The time-use and happiness of millionaires. *Social Psychological & Personality Science*.

Whillans, A.V. (forthcoming in January). The Big Idea: This year, choose happiness, success, and health: Prioritize time over money. *Harvard Business Review*.

Whillans, A.V., Aknin, L.B., \*\*Chen, L. & Chen, F.S. (Invited Revision). Common variants of the oxytocin receptor gene do not predict the positive mood benefits of charitable giving. *Emotion*.

Whillans, A.V. & Dunn, E.W. (Under Review). The identifiable service provider effect: When guilt undermines consumer willingness to buy time. *Organizational Behavior & Human Decision Processes*.

Whillans, A.V. & Dunn, E.W. (Under Review). Valuing time predicts happiness after a major life transition: A pre-registered longitudinal study of graduating students. *Journal of Personality & Social Psychology*.

Whillans, A.V. & \*\*West, C. (Under Review). Alleviating time poverty among the working poor: A pre-registered longitudinal field experiment in Kenya. *Nature Human Behavior*.

\*\*Williams, A., Parks, A., \*\*Cormier, G. & Whillans, A.V. (Under Review). An intervention to improve resilience among employees high in depression, anxiety, and presenteeism. *International Journal of Human Resource Management*.

### **Selected Working Papers (All or Most Data Collected; Available Upon Request):**

Donnelly, G., \*\*Wilson, A.V. Whillans, A.V. & Norton, M.I. “I don’t have the time [vs. money].” How communication of time and money scarcity influences interpersonal connection. *Target: Journal of Consumer Research*.

\*\*Ward, D., Park, L.E., & Whillans, A.V. When self-concept is linked to money connection suffers: The social consequences of financially contingent self-worth. *Target: Personality & Social Psychological Bulletin*.

Whillans, A.V. \*\*Yoon, J., \*\*Dwyer, R., & \*\*Petrovic, M. Translating time to cash: Monetization of non-salary benefits shifts employment preferences. *Target: Journal of Applied Psychology*.

Whillans, A.V., \*\*Pow, J. & Norton, M.I. Time saving purchases promote relationship satisfaction. *Target: Journal of Personality & Social Psychology*.

Whillans, A.V., Bryan, C., & Dunn, E.W. From parenting to prosocial behavior: Leveraging “teachable moments” to encourage charitable giving. *Target: Journal of Personality and Social Psychology*.

\*\*Yoon, J. Donnelly, G., & Whillans, A.V. It doesn’t hurt to ask for more time: Employees overestimate the interpersonal costs of extension requests. *Target: Organizational Behavior & Human Decision Processes*.

### **Selected Invited Submissions, Policy Papers, & Book Chapters**

Aknin, L. Whillans, A.V., Norton, M.I. & Dunn, E.W. (in press). Happiness and prosocial behavior: An evaluation of the evidence. *United Nations 2019 World Happiness Report*

Ruggeri, K., Achterberg, J., Berkessel, J. Navarro, A.L. \*\*Jachimowicz, J.M., Whillans, A.V. (in press). Behavioral insights for the workplace. *Cambridge Handbook on Behavioral Insights for Public Policy*.

Whillans, A.V. & \*\*Yoon-Lee, A. (in press). Making seconds count: When valuing time promotes subjective well-being. *Current Opinion in Psychology*.

Work and Well-being: A Global Perspective (2018). Chap. 5 in *Global Happiness Policy Report*. New York: Global Happiness Council, 2018.

Mogilner, C. Whillans, A.V., & Norton, M.I. (2018). Time, Money, & Subjective Well-being. Chapter for *Handbook of Well-being*, edited by Diener, Oishi, & Tay.

### **Selected Web-based Publications:**

Whillans, A.V. & Devine, H. (2018). “From PhD candidate to policy advisor: Facilitating connections between early career researchers and policy makers.” *Behavioral Scientist “Nudge Turns 10.”*

Whillans, A.V., Mogilner, C., & Norton, M.I. (2018). “The scientifically best ways to spend time if you want to be happy.” *Quartz at Work*.

Blank, C. & Whillans, A.V. (2018). “Why you need a Chief Behavioral Officer.” *The Observer*.

Whillans, A.V. & Chen, F.S. (2017). “Keeping score of friends on Facebook and Instagram may be harmful for your health.” *The Conversation*. Selected republications: *The LA Times, World Economic Forum*.

Whillans, A.V. & Dunn, E.W. (2017). “To promote happiness, choose time over money.” *Behavioral Scientist*.  
○ #3 most popular article on the *Behavioral Scientist* in 2017.

Whillans, A.V. & Norton, M.I. (2017). “From Spending to Happiness? The Sharing Economy Provides an Overlooked Path to Happiness.” *The Wall Street Journal*.

Whillans, A.V. & Dunn, E.W. (2017). “Want to be happier? Buy yourself more free time.” *The LA Times*.

Whillans, A.V., Dunn, E.W., Caruso, E.M. (2017). “How to get the wealthy to give.” *The New York Times*.

\*Dunn, E.W. & \*Whillans, A.V. (2015). “Give, if you know what’s good for you.” *The New York Times*.

Whillans, A.V. (2015). “Spending money on others is good for your heart.” *The Conversation*.

- Viewed 250,000 times. Selected republications: *Washington Post*, *World Economic Forum*

### **Selected Practitioner Papers:**

A New Model for Leaders and Practitioners on Employee Engagement (2017). *White Paper, Maritz*. This paper involves 1 main paper and 7 shorter White Papers on the following topics: “Work Design,” “Purpose,” “Social System,” “Personal Growth,” “Contribution Awareness,” “Advocacy,” “Happiness”.

Whillans, A.V. (2016). “A brief introduction to the science of fundraising.” *White Paper, Council for Advancement & Support of Education (CASE)*.

Boese, G.T., MacDonald, B.M., & Whillans, A.V. (2015). From giving to giving well: Encouraging impactful donation decisions. *Proceedings of the Society for the Psychological Study of Social Issues*.

### **Selected Work in Progress:**

- *An Honest Sign: Understanding when signing first promotes honesty in online and offline environments* (with Dan Ariely, Max Bazerman, Eileen Chou, Francesca Gino, Ariella Kristal, Nina Mazar, Lisa Shu)
- *Development of an incentive compatible measure of the value of time* (with Saika Belal - Berkeley School of Labor Economics, Rob On - Zuckerberg Initiative, Colin West - UCLA School of Management)
- *Signing Improves Self-Commitment* (with Max Bazerman, Ariella Kristal, Katy Milkman)
- *The Joy of Giving: Evidence from a matching experiment with millionaires and the general population* (with Rene Bekkers, Michael Norton, Paul Smeets)
- *Understanding the affective and motivational consequences of job loss, unemployment, and underemployment* (with Grace Cormier, Oliver Hauser, Michael Norton).
- *Understanding the effectiveness of skills-based vs. traditional volunteering opportunities for employee retention, well-being, and motivation* (with Grace Cormier, Francesca Gino, Bradley Staats)

### **INVITED ACADEMIC TALKS**

2019 January	Organizational Behavior Group, Stanford University
2018 October	Management Division, Northwestern University
2018 October	Behavioral Decision Making Seminar, Cornell University
2018 June	Economics of Wellbeing Seminar Series, Warwick Business School (2 lectures, IAREP/SABE Designated Keynote Speaker)
2018, March	Finance Seminar, Maastricht University
2018, February	Mind Brain Behavior Initiative, Harvard University
2017, November	Behavioral Science Hub, London School of Economics
2017, October	Department of Psychology, Harvard University
2017, September	Behavioral Insights Group, Harvard Kennedy School
2017, June	Rockefeller Junior Scholars Forum, Stanford University
2017, June	Ministry of Health, BC Provincial Government
2017, June	Public Policy Division, University of Victoria
2017, February	Center for Interactive Research and Sustainability, UBC

2017, December	NOM Unit, Harvard Business School
2016, November	Organizational Studies, University of Michigan
2016, August	Take Back Your Time Conference, Seattle University
2016, June	Behavioral Exchange 2016, Harvard Business School
2016, June	Re:Work, Google Headquarters
2016, April	Department of Psychology, Simon Fraser University
2015, August	Behavioral Exchange 2015, London, UK
2015, June	Psychology & Sustainability Seminar, Pomona College
2015, June	Department of Economics, University of Chicago
2014, May	Center for Decision-Making, Chicago Booth School of Business
2014, April	Center for Interactive Research and Sustainability, UBC
2013, April	Department of Economics, Warwick University, Warwick, UK

## SELECTED PRESENTATIONS

### Chaired Symposiums at Peer Reviewed Scientific Meetings:

- Garcia-Rada, X. & Whillans, A.V. (2018). Consumption as a Pathway to Love and Trust in Close Relationships. Special Session Co-Chair and Speaker at the Association for Consumer Research, Dallas, TX.
- Park, L.E. & Whillans, A.V. (2018). Why Income Inequality Matters: New Insights from the Level of Individuals, Dyads, and Society. Symposium Co-organizer and Symposium Speaker at the Society for Experimental Social Psychology, Seattle, WA.
- Whillans, A.V. & Chen, F.S. (2018). From Making Friends—to Matters of Life and Death—Social Comparisons Can Critically Shape Relationships and Health. Symposium Co-organizer and Symposium Speaker at the Annual Conference of the Association for Psychological Science, San Diego, CA.
- Whillans, A.V. (2016). Counting cents and seconds: The happiness benefits of choosing time over money. Symposium Organizer and Speaker at the Association for Psychological Science, Atlanta, GA.

### Selected Talks at Peer Reviewed Scientific Meetings: (Excluding posters)

- Donnelly, G. & Whillans, A.V. Time-saving gifts and consumer satisfaction. Paper to be presented at the Society for Consumer Psychology, Savannah, GA.
- Whillans, A.V. . . . & Park, L.E. (2019). The antecedents and consequences of financial contingent self-worth. Paper to be presented at the Society for Consumer Psychology, Savannah, GA.
- Whillans, A.V., Chen, F.S., & Shankar, H. (2019). From social misperceptions to improved health and happiness. Paper to be presented at the Society for Personality & Social Psychology, Portland, OR.
- Bekkers, R., Whillans, A.V. Smeets, P. & Norton, M.I. (2018). The joy of giving: Evidence from a matching experiment with millionaires. Paper to be presented at American Economic Association, Atlanta, GA.
- Whillans, A.V. & Dunn, E.W. (2018). The identifiable service provider: When guilt undermines consumer willingness to buy time. Paper presented at the Association for Consumer Research, Dallas, TX.
- Donnelly, G., Wilson, A.V., Whillans, A.V., & Norton, M.I. (2018). Commuting limited financial resources increases trust and connection. Paper presented at the Association for Consumer Research, Dallas, TX.



- Whillans, A.V., Bryan, C., & Dunn, E.W. (2018). Harnessing “teachable moments” to encourage financial generosity. Paper presented at the Society for Philanthropy Initiative, Chicago, IL.
- \*\*Yoon-Lee, A., Hur, J., & Whillans, A.V. (2018). How Pay for Performance Incentives Shape Social Interactions. Paper presented at Academy of Management, Chicago, IL.
- Whillans, A.V. \*\*Dwyer, R.J., Petrovic, M. (2018). Translating time to cash: Monetization of non-salary benefits shifts employment preferences. Paper presented at Academy of Management, Chicago, IL.
- \*\*Dwyer, R.J., Petrovic, M & Whillans, A.V. (2018). Translating time to cash: Monetization of non-salary benefits shifts employment preferences. Paper presented at the Managerial Behavioral Decision Making Conference at Harvard Business School, Cambridge, MA.
- Whillans, A.V., Pow, J. & Norton, M.I. (2018). Giving your partner the gift of time: When and why time-saving purchases promote closeness in romantic relationships. Paper presented at the Prosocial Consumption Boutique Conference of the Journal for the Association of Consumer Research, Vancouver, BC.
- Whillans, A.V. & Yoon-Lee, A. (2018). Valuing time over money promotes social connection. Paper presented at the Annual Conference of the Association for Psychological Science, San Diego, CA.
- Whillans, A.V. (2018). How behavioral science affects philanthropy-related policy in Canada. Talk presented at the Communication, Science, and Policy Conference, Vancouver, BC, Canada.
- Whillans, A.V., Dunn, E.W. & Norton, M.I. (2017). Buying time promotes happiness. Paper presented at the Society for Judgement & Decision Making, Vancouver, BC.
- Whillans, A.V., Smeets, P., Bekkers, R. Norton, M.I. (2017). Control over time predicts happiness among millionaires. Paper presented at the Association for Consumer Research, San Diego, CA.
- Whillans, A.V., Dunn, E.W. & Norton, M.I. (2017). Buying time promotes happiness. Paper presented at the Association for Consumer Research, San Diego, CA.
- Whillans, A.V., Christie, C., Cheung, S., Jordan, A.H. Chen, F.S. (2017). From misperception to connection. The causes and consequences of inaccurate beliefs about peers’ social lives. Paper presented at the Academy of Management, Atlanta, GA.
- Whillans, A.V., Dunn, E.W. & Norton, M.I. (2017). The benefits and barriers of buying time. Paper presented at the Society for Personality & Social Psychology, San Antonio, TX.
- Norton, M.I., Smeets, P.M., Whillans, A.V., & Bekkers, R. (2017). Millionaires turn leisure into happiness by keeping busy. Paper presented at the Society for Personality & Social Psychology, San Antonio, TX.
- Dunn, E. W., Whillans, A. V., Sandstrom, G., Dickerson, S. & Madden, K. (2016). Is spending money on others good for your heart? Paper presented at the Society for Personality & Social Psychology, CA.
- Dunn, E.W. & Whillans, A.V. (2015). Thinking about time as money decreases environmental behavior. Paper presented at the Society for Personality and Social Psychology in Los Angeles, CA.
- Whillans, A.V., Dunn, E.W., Sandstrom, G.M., Dickerson, S.S., & Madden, K.M. (2014). Spending money on others improves health. Paper presented at the Society for Philanthropy Initiative, Chicago, IL.

## **Selected Invited Public Lectures & Policy Schools Facilitated:**

- Whillans, A.V. (2018). Panelist, Behavioral Insights Group, BIG Difference in Canada Conference, Sauder School of Business, University of British Columbia, Vancouver, BC.
- Whillans, A.V. (2018). Panelist, Generosity and the Bottom Line, Ideas42, New York, NY.
- Whillans, A.V. (2018). Moderator, Behavioral Insights in Canada Conference, Victoria, BC.
- Whillans, A.V. (2018). Webinar speaker, “Click to apply: Understanding Today’s Job Seeker” Appcast Seminar for Job Seekers.
- Whillans, A.V. (2018). Keynote speaker, “Government innovation in a multigenerational workforce.” Innovation Institute, Durham Regional Government, Ontario, Canada.
- Whillans, A.V. (2018). Keynote speaker, “What Do People Want – Cash or Something Else?” Appcast Conference of Job Seekers, Minneapolis, MN.
- Whillans, A.V. (2017). Moderator, “What behavior economics can teach us about travel management,” Global Business Travel Association 2017, Boston, MA. Panelists: Ariel Cohen (Trip Actions), Dan Ruch (Rocketrip), Michael Tangney (Google).
- \*Blank, C. & \*Whillans, A.V. (2017). “Creating and collaborating on a global employee engagement model,” 2017 Employee Engagement Conference Awards, Chicago, IL.
- \*Blank, C. & \*Whillans, A.V. (2017). “The Science of Employee Engagement,” CHRO Leadership Summit, Invited Key Note, Chicago, IL.
- Whillans, A.V. (2017). “Engaged scholarship, an engaged career: Reaching beyond academia.” The Canadian Congress of Humanities and Social Sciences, Toronto, CA.
- Whillans, A.V. (2017). “Increasing the well-being of first-year UBC students.” Invited talk given to UBC Vice-President of Students, UBC Managing Director of Student Development & Services, Academic Director for UBC First Year Student Initiatives, and UBC Director for Student Involvement.
- Whillans, A.V. (2017). “Encouraging charitable giving for public sector employees: Quasi-experimental and experimental evidence.” Public Service Agency, BC Government, Victoria, BC.
- Whillans, A.V. (2017). Invited attendee. Governor General’s Day of Charitable Giving, Ottawa, Rideau Hall.
- Whillans, A.V. (2017). “Incorporating behavioral insights in government.” Public Service, BC Provincial Government, Victoria, BC. *BIT Policy School Co-Facilitator.*
- Whillans, A.V. (2016). “Simple strategies to improve happiness and reduce work stress.” The Provincial Court of Canada’s Judicial Education Committee.
- Whillans, A.V. (2016). “Encouraging sustainability in the workplace.” Green Streets Initiative Annual Kick-off Event, State House, Boston, MA.

Whillans, A.V. (2015). “Does money buy happiness? If you buy better time.” Happy Show, Happy Hour Speaker Series, Museum of Vancouver, Vancouver, CA.

Whillans, A.V. (2012, 2015). Keynote speaker for the Multidisciplinary Undergraduate Research Conference, University of British Columbia.

Whillans, A.V. (2012, 2013). “The importance of student scholarships.” Invited student speaker and event host at the Wesbrook Scholar Event, University of British Columbia.

Whillans, A.V. (2012). “President’s annual review.” Invited student speaker and emcee for Annual Showcase of Student Excellence, University of British Columbia

Whillans, A.V. (2012). “The health benefits of generosity.” Invited student speaker at UBC President’s Fireside Chat Series, University of British Columbia.

### **PRESS COVERAGE & MEDIA INTERVIEWS** (1000+ media outlets world-wide)

ABC News, Behavioral Science and Policy Association, BBC, Boston Globe, Business Insider, Chicago Tribune, CNBC, CNN, The Economist, Fox Business, Huffington Post, LA Times, Medical News Today, Nature Climate Change Reports, NBC, NPR’s “Poundstone Institute”, New York Post, New York Times, Newsweek, Psychological Science Magazine, Science Daily, Scientific American, Scientific American “60 Second Science”, Stanford Sociological Review, Canadian Association of Higher Education (Featured as a PhD “Taking doctoral education in new directions”), Wall Street Journal, WGBH, Washington Post, USA Today.

### **Feature Coverage (Selected):**

Forbes (2018, November). “What makes us tick? Insights from the 2018 behavioral summit.”

<https://www.forbes.com/sites/brettwhysel/2018/11/13/what-makes-us-tick-insights-from-the-2018-behavioral-summit/#5c9cc05f2cf3>

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## AFFILIATIONS

American Psychological Society, Association for Consumer Psychology, Academy of Management, The Behavioral Scientist (*Founding Columnist*), British Columbia Public Service Agency (*Behavioral Scientist*), Canadian Psychological Association, Charitable Impact Foundation (*Lead Academic Partner*), Incentives Research Foundation (*Academic Advisor*), The Life You Can Save (*Advisory Board Member*), Martiz (*Academic Partner*), OC Tanner (*Academic Advisor*), Psi Chi Honors Society in Psychology, Society for Personality & Social Psychology, Society for Judgment & Decision Making.

## TEACHING EXPERIENCE (*Teaching Fellow involves a regular teaching component*)

- 2018                    **Instructor of Record**, Negotiation  
Harvard Business School  
Overall Teaching Evaluation: 5.31/7.00  
Overall Course Evaluation Average: 5.40/7.00
- 2017                    **Instructor**, Behavioral Decision Making in Organizations  
Guest Lecturer, University of Chicago, Chicago Booth School of Business
- 2016-2017            **Instructor of Record**, Introduction to Psychology  
Overall Teaching Evaluation: 4.68/5.00  
Overall Psychology Department Average: 4.10/5.00
- 2015-2016            **Teaching Fellow**, Introduction to Social  
Psychology Teaching Evaluation: 4.80/5.00  
Overall Course Evaluation: 4.70/5.00
- 2014-2015            **Mentor**, Student Directed Seminars  
Assisted students in developing a “Science of Happiness” course
- Teaching Fellow**, Analysis of Behavioral Data (Intro to Statistics)  
Overall Teaching Evaluation: 4.23/5.00  
Overall Course Evaluation: 3.90/5.00
- 2013-2014            **Teaching Assistant**, Social Psychology  
Overall Teaching Evaluation: 4.60/5.00  
Overall Course Evaluation: 4.25/5.00
- Teaching Fellow**, Gender Psychology  
Overall Teaching Evaluation: 4.70/5.00  
Overall Course Evaluation: 4.80/5.00

2012-2013      **Teaching Assistant**, Social Psychology  
Overall Teaching Evaluation: 4.80/5.00 Overall  
Course Evaluation: 4.70/5.00

**Teaching Assistant**, Psychology Honors Seminar  
Overall Teaching Evaluation: 4.90/5.00  
Overall Course Evaluation: 4.40/5.00

2012-2014      **Paid Facilitator**, Instructional Skills Workshops  
The University of British Columbia

## **STUDENT SUPERVISION**

2018-ongoing      Supervising 8 undergraduate thesis students  
Official supervisor/co-supervisor of 3 HBS PhD students

2017-2018      Supervising 20 undergraduate RAs (5 reference letters)  
Undergraduate thesis student won \$500 travel award from SPSP

2016-2017      Supervised 30+ undergraduate RAs (10 reference letters)  
Supervised 6 undergraduate thesis projects  
Undergraduate thesis student won \$1,000 Competitive Travel Award

2015-2016      Supervised 30+ undergraduate RAs (8 reference letters)  
Supervised 10 undergraduate thesis projects  
Thesis Students won \$1,200 USD in Competitive Travel Awards  
Undergraduate thesis student won UBC Top Poster Award (Top 3 of 51 posters)

2014-2015      Supervised 15 undergraduate RAs (9 reference letters)  
Supervised 9 undergraduate thesis projects  
Honors student won an Honorable Mention for best poster at the UBC Undergraduate  
Research Conference (Top 4 of 40 posters)

2013-2014      Supervised 11 undergraduate RAs (8 reference letters)  
Supervised 5 undergraduate thesis projects  
Honors student won the Belkin Award for Best Honors Thesis

## **SERVICE TO PROFESSION**

### **Ad-hoc Reviewer:**

*Academy of Management Journal*  
*Asian Journal of Social Science*  
*Basic & Applied Social Psychology*  
*Behavioral Science and Policy*  
*Health Psychology*  
*Journal for the Association of Consumer Research*  
*Journal of Behavioral Decision Making*  
*Journal of Personality & Social Psychology*  
*Journal of Positive Psychology*  
*Journal of Economic Behavior & Organization*

*Journal of Experimental Social Psychology*  
*International Journal of Psychology*  
*Management Science*  
*Perspectives on Psychological Science*  
*Personality and Social Psychology Bulletin*  
*Social Science Research*  
*Time & Society*

#### **Other Service:**

2016-2018 Co-coordinator, Happiness Preconference, Society for Personality & Social Psychology  
2015 Co-coordinator, Behavioral Scientist of the Future Session, Behavioral Exchange 2016  
2012-2014 Elected Member at Large, Graduate Student Council, SPSP

#### **UNIVERSITY SERVICE**

##### **Harvard Business School:**

2018 Faculty Participant, Policy and Admissions Committee, Organizational Behavior  
Faculty Advisor, MBA Independent Studies in Social Enterprise (OneProsper)  
Guest Speaker, New York Harvard Business School Alumni Club  
Faculty Advisor, Undergraduate Summer Research Program (PRIMO)  
Faculty Participant, Behavioral Insights Group Mayors Innovation Project  
Organizing Committee, Behavioral Decision Research in Management Conference  
Committee Member, Micro-Organizational Behavior PhD Admissions  
2017 Faculty Participant, Behavioral Insights Group Doctoral Consortium  
Faculty Advisor, Undergraduate Summer Research Program (PRIMO)

##### **University of British Columbia:**

2017 Adjudicator, Killam Teaching Assistant Award  
2016 Appointment Committee of the Associate Vice President of Research & International  
2015 Co-founder & Co-coordinator, Marketing & Psychology Brownbag  
2013-2015 Facilitator, Teaching Assistant Training Day  
2013-2014 Workshop Coordinator, Social & Personality Area

#### **PROFESSIONAL ACTIVITIES**

##### **Selected Consultant Positions:**

2018 *Consultant, Edelman* (ongoing)  
Conducting behavioral science experiments and assisting various multi-national clients with including behavioral economics principles into corporate strategy.

*Consultant, Deliberate* (ongoing)  
Conducting and analyzing data on the efficacy of an app that prevents people from using their smart-phones as much in daily life.



*Lead Behavioral Science Consultant, Daymaker (ongoing)*  
Conducting and analyzing data from large-scale field experiments assessing the efficacy of interventions on increasing aid provision and welfare associated with aid receipt.

*Behavioral Science Consultant, TripActions*  
Conducting and analyzing data from large-scale field experiments assessing the efficacy of various incentives for reducing corporate travel costs.

2017 *Incentives Research Foundation*  
Conducting research on cash and non-cash incentives

2016 *Advisor, CHIMP Charitable Giving Platform (ongoing)*  
Conducting research on large-scale donor development

*Consultant, Green Streets Initiative, Boston MA*  
Conducted research on benefits of workplace sustainability. Winner of the 2017 Boston “Green-o-vate Awards” for outstanding Boston sustainability leadership

*Analyst, SNP Strategies*  
Conducted benchmarking interviews and developed funding strategies for a large Chicago non-profit. Created new data collection tools and analyzed large data sets for the client. Results were analyzed and written in a formal technical report

2015 *Academic Affiliate, White House Social & Behavioral Sciences Team*  
Working with the White House Social & Behavioral Sciences Team as an advisor on two projects designed to encourage employee well-being. Conducted literature review, designed studies, presented ideas at meetings in Washington, DC

*Visiting Consultant, Development Office, Sauder School of Business*  
Administered surveys to high-net worth donors. Data were analyzed and presented to client in a formal technical report. Findings informed ongoing campaigns

2014 *Advisory Board, The Life You Can Save*  
Created messaging campaigns to encourage effective altruism. Conducted research to inform the design of these campaigns