

Leslie K. John

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ACADEMIC POSITIONS

07/2016 – present Associate Professor of Business Administration, Harvard Business School
07/2011 – 06/2016 Assistant Professor of Business Administration, Harvard Business School

EDUCATION

May 2011 Ph.D., Behavioral Decision Research
Carnegie Mellon University, Pittsburgh, PA
May 2008 M.Sc., Psychology & Behavioral Decision Research
Carnegie Mellon University, Pittsburgh, PA
May 2006 B.A., Honors Psychology & Arts and Business Co-op
University of Waterloo, Ontario, Canada
1992-2001 Trained at international ballet schools:
National Ballet School of Canada, Toronto, Ontario, Canada
Royal Winnipeg Ballet School, Manitoba, Canada
John Cranko Ballet School, Stuttgart, Germany

HONORS AND AWARDS

Marketing Science Institute Young Scholar, 2017
Association for Psychological Science Rising Star, 2016
Marvin Bower Fellow, Harvard Business School, 2016-
Wired Innovation Fellow, 2016
Doctoral Fellowship, Facebook, Inc., 2010-2011
Fellow, Summer Institute in Informed Patient Choice, Dartmouth College, 2007
Doctoral Fellowship, Social Sciences and Humanities Research Council of Canada, 2007-2010

JOURNAL PUBLICATIONS

John, L.K., Donnelly, G.D., & Roberto, C. (Forthcoming). Commentary: Using Behavioral Science to Inform the Design of Sugary Drink Portion Limit Policies, *Psychological Science*.
John, L.K., Blunden, H., & Liu, H. (Forthcoming). Shooting the Messenger, *Journal of Experimental Psychology: General*.
Kim, T., John, L.K., Rogers, T. & Norton, M.I. (Forthcoming). Procedural Justice and the Risks of Consumer Voting, *Management Science*.

- Blunden, H., Logg, J., Brooks, A.W., John, L.K., & Gino, F. (2019). Seeker Beware: The Relational Costs of Ignoring Advice, *Organizational Behavior and Human Decision Processes*, 150, 83-100.
- Kim, T., Barasz, K. & John, L.K. (2019). Why Am I Seeing this Ad? The Effect of Ad Transparency on Ad Effectiveness, *Journal of Consumer Research*, 5(1), 906-932.
- John, L.K., Loewenstein, G., Acquisti, A. & Vosgerau, J. (2018). When and Why Randomized Response Techniques (Fail to) Elicit the Truth, *Organizational Behavior and Human Decision Processes*, 148, 101-123.
- Donnelly, G.,* Zatz, L.,* Svirsky, D., & John, L.K. (2018). The Effect of Graphic Warnings on Sugary Drink Purchasing. *Psychological Science*, 29(8), 1321-1333. *The first two authors contributed equally.
- Callahan, M., & John, L.K. (2018). What Does It Take to Change an Editor's Mind? Identifying Minimally Important Difference Thresholds for Peer Reviewer Rating Scores of Scientific Articles, *Annals of Emergency Medicine*, 72(3), 314-318.
- Hofstetter, R., Rueppell, R., & John, L.K. (2017). Temporary Sharing Prompts Uninhibited Disclosures That Leave Lasting Negative Impressions, *Proceedings of the National Academy of Sciences*, 114(45), 11902-11907.
- Barasz, K., John, L.K., Keenan, E., & Norton, M.I. (2017). Pseudo-Set Framing, *Journal of Experimental Psychology: General*, 146(10), 1460-1477.
- John, L.K., Donnelly, G.E. & Roberto, C.A. (2017). Psychologically Informed Implementations of Sugary Drink Portion Limits, *Psychological Science*, 28(5), 620-629.
- Thomadsen, R., Rooderkerk, R., Amir, O., Arora, N., Hansen, K., John, L.K., Liu, W., Sela, A., Singh, V., Sudhir, K., Wood, W. (2017). How Context Affects Choice, *Customer Needs and Solutions*.
- John, L.K., Emrich, O., Gupta, S. & Norton, M.I. (2017). Does "Liking" Lead to Loving? The Impact of Joining a Brand's Social Network on Marketing Outcomes, *Journal of Marketing Research*, 51(1), 144-155.
- Finalist for the American Marketing Association's Green Award for articles with the most potential to contribute significantly to marketing practice.
- John, L.K., Troxel, A., Yancy, W., Friedman, J., Zhu, J. Yang, L., Halpern, S., Galvin, R., Loewenstein, G. & Volpp, K. (2016). The Effect of Cost Sharing on an Employee Weight Loss Program: A Randomized Trial, *American Journal of Health Promotion*.
- Barasz, K., Kim, T. & John, L.K. (2016). The Role of (Dis)similarity in (Mis)predicting Others' Preferences, *Journal of Marketing Research*, 53(4), 597-607.
- John, L.K., Barasz, K. & Norton, M.I. (2016). Hiding Personal Information Reveals the Worst, *Proceedings of the National Academy of Sciences*, 113(4).
- Rogers, T., Milkman, K.L., John, L.K. & Norton, M.I. (2015). Beyond good intentions: Prompting people to make plans improves follow-through on important tasks, *Behavioral Science & Policy*, 1(2), 33-41.
- John, L.K., Loewenstein, G. & Rick, S. (2014). Cheating More for Less: Upward Social Comparisons Motivate the Poorly Compensated to Cheat, *Organizational Behavior and Human Decision Processes*, 123(2), 101-109.

- Acquisti, A., John, L.K. & Loewenstein, G. (2013). What is Privacy Worth? *Journal of Legal Studies*, 42(2), 249-274.
- Winning paper, Future of Privacy Forum's Best Privacy Paper for Policy Makers.
- John, L.K. & Norton, M.I. (2013). Converging to the Lowest Common Denominator in Physical Health, *Health Psychology*, 32(9), 1023-1028.
- Acquisti, A., John, L.K. & Loewenstein, G. (2012). The Impact of Relative Standards on the Propensity to Disclose, *Journal of Marketing Research*, 49(2), 160-174.
- Haward, M.F., John, L.K., Lorenz, J.M. & Fischhoff, B. (2012). Effects of Description of Options on Parental Perinatal Decision-Making, *Pediatrics*, 129(5), 891-902.
- John, L.K., Loewenstein, G. & Prelec, D. (2012). Measuring the Prevalence of Questionable Research Practices With Incentives for Truth Telling, *Psychological Science*, 23(5), 524-532.
- John, L.K., Loewenstein, G. & Volpp, K. (2012). Empirical Observations on Longer-term Use of Incentives for Weight Loss, *Preventive Medicine*, 55, S68-S74.
- John, L.K., Acquisti, A. & Loewenstein, G. (2011). Strangers on a Plane: Context-Dependent Willingness to Divulge Sensitive Information, *Journal of Consumer Research*, 37(5), 858-873.
- John, L.K., Loewenstein, G., Troxel, A., Norton, L., Fassbender, J. & Volpp, K. (2011). Financial Incentives for Extended Weight Loss: A Randomized, Controlled Trial, *Journal of General Internal Medicine*, 26(6), 621-626.
- Koehler, D., White, R. & John, L.K. (2011). Good Intentions, Optimistic Self-Predictions, and Missed Opportunities, *Social Psychological and Personality Science*, 2(1), 90-96.
- John, L.K. & Fischhoff, B. (2010). Changes of Heart: The Switch-Value Method for Assessing Value Uncertainty, *Medical Decision Making*, 30(3), 388-397.
- Volpp, K., John, L.K., Troxel, A., Norton, L., Fassbender, J. & Loewenstein, G. (2008). Financial Incentive-Based Approaches for Weight Loss: A Randomized Trial, *Journal of the American Medical Association*, 300(22), 2631-2637.

BOOK CHAPTERS

- LeBel, E. & John, L.K. (2016). Toward Transparent Reporting of Psychological Science, in S.O. Lilienfeld and I.D. Waldman (Eds.), *Psychological Science Under Scrutiny: Recent Challenges and Proposed Solutions*, New York: John Wiley & Sons.
- John, L.K. (2015). The Consumer Psychology of Online Privacy: Insights and Opportunities from Behavioral Decision Theory, in M. Norton, D. Rucker and C. Lamberton (Eds.), *Cambridge Handbook of Consumer Psychology*.
- Loewenstein, G., John, L.K. & Volpp, K. (2013), Using Decision Errors to Help People Help Themselves, in E. Shafir (Ed.), *The Behavioral Foundations of Public Policy*, Princeton and Oxford: Princeton University Press, 361-379.

ACADEMIC RESEARCH PIPELINE

Invited resubmissions

- Bachireddy, C., Joung, A., John, L.K., Gino, F., Tuckfield, B., & Milkman, K. Comparing Financial Incentive Structures for Promoting Physical Activity: A Randomized Controlled Trial, *revise and resubmit*, *JAMA Network Open*.
- Garcia-Rada, X., John, L.K., O'Brien, E., & Norton, M.I. The Revision Bias and the Illusion of Improvement, *revise and resubmit*, *Journal of Personality and Social Psychology*.
- Gershon, R., Cryder, C., & John, L.K. The Reputational Benefits and Material Burdens of Prosocial Referral Incentives, *revise and resubmit*, *Journal of Marketing Research*.
- John, L.K., Jeong, M., Gino, F., & Huang, L. Backing Down: A (Partially) Misguided Aversion to Changing Our Minds, *revise and resubmit*, *Organizational Behavior and Human Decision Processes*.
- John, L.K., Loewenstein, G., Marder, A., & Callahan, M. Revealing Authors' Conflict of Interests in Peer Review: A Randomized Trial, *revise and resubmit*, *British Medical Journal*.
- John, L.K., Milkman, K.L., Gino, F., Tuckfield, B. & Foschini, L. The Ineffectiveness of Inconspicuous Incentives: A Field Experiment on Inattention, *revise and resubmit*, *Organizational Behavior and Human Decision Processes*.
- Mohan, B., Buell, R.W., & John, L.K. Lifting the Veil: The Benefits of Cost Transparency, *revise and resubmit*, *Marketing Science*.

Under first round review

- Brough, A.I., Norton, D.A., & John, L.K. The Bulletproof Glass Effect: When Privacy Policies Backfire.
- Kim, T., Barasz, K., Norton, M., & John, L.K. Calculators for Women: When Identity Appeals Provoke Backlash.
- Wilson, A., Hauser, O., & John, L.K. When Less is More: Consumers Prefer Brands that Donate More in Relative versus Absolute Terms.

Selected manuscripts in preparation

- Decelles, K.A., Adams, G.S., Howe, H., & John, L.K. Portrait of Innocence: Faulty Mental Models Impede Exogeneration of Falsely Accused.
- Hofstetter, R., Kunath, G., & John, L.K. Brand Selfies: Risks and Rewards of Consumers Taking Self-Photos with Brands.
- Jiang, L., Kouchaki, M., Gino, F., & John, L.K. Attribution of Authenticity: When Leaders Benefit from Self-Disclosure of Unfavorable Information.

POPULAR PRESS

- Blunden, H., Logg, J., Brooks, A.W., John, L.K., & Gino, F. How Asking Multiple People for Advice Can Backfire, May 2019 <https://hbr.org/2019/05/how-asking-multiple-people-for-advice-can-backfire>
- John, L.K., Blunden, H., & Liu, H. When Receiving Bad News We Shoot the Messenger, *Harvard Business Review.org*, April 2019 <https://hbr.org/2019/04/research-confirms-when-receiving-bad-news-we-shoot-the-messenger>
- John, L.K. Uninformed Consent, *Harvard Business Review.org*, Lead Article in “The Surveillance Economy,” The Big Idea Series, September 2018 <https://hbr.org/cover-story/2018/09/uninformed-consent>
- John, L.K. What Hiding Reveals, *People Science* <http://peoplescience.maritz.com/Articles/2018/What-Hiding-Reveals>
- Brooks, A.W., & John, L.K. The Surprising Power of Questions, *Harvard Business Review*, May-June 2018 print issue.
- Finalist for the McKinsey Award (which recognizes the best *Harvard Business Review* article), 2018
- John, L.K., Kim, T., & Barasz, K. Ads That Don’t Overstep: How to Make Sure You Don’t Take Personalization Too Far. *Harvard Business Review*, Jan-Feb 2018.
- John, L. K. Warts and All Beats Hiding Facts, *Wired Magazine*, April 2017. Also available online: <http://www.wired.co.uk/article/truth-dating-communication>
- John, L.K. The Value of a Facebook Fan: Does “Liking” Influence Consumer Behavior?, American Marketing Association Scholarly Insights Blog, February 13, 2017 <https://www.ama.org/resources/Pages/the-value-of-a-facebook-fan.aspx>
- John, L.K., Mochon, D., Emrich, O. & Schwartz, J. What’s the Value of a Like? *Harvard Business Review*, March-April 2017.
- John, L.K. How to Negotiate with a Liar, *Harvard Business Review*, July-August 2016.
- John, L.K. We Say We Want Privacy Online, But Our Actions Say Otherwise, *Harvard Business Review.org*, <https://hbr.org/2015/10/we-say-we-want-privacy-online-but-our-actions-say-otherwise>
- John, L.K. Dear Negotiation Coach: Breaking Bad News, *Negotiation Briefings*, September 2017.
- John, L.K. Dear Negotiation Coach: Dealing with Early-Bird Bidders, *Negotiation Briefings*, January 2017.
- John, L.K. Dear Negotiation Coach: Encouraging Honesty, *Negotiation Briefings*, June 2016.
- John, L.K. Dear Negotiation Coach: Minding the Gap, *Negotiation Briefings*, April 2015.

COURSE MATERIALS

- John, L.K., Fishbowl, Harvard Business School Case 919-013.
- John, L.K., Weiss, M., & Kelley, J. Sidewalk Labs: Privacy in a City Built from the Internet Up, Harvard Business School Case 819-204.

Buell, R. & John, L.K. Commonwealth Bank of Australia: Unbanklike Experimentation, Harvard Business School Case 619-018.

Keenan, L.K. & John, L.K. Back To the Roots, Harvard Business School Case 518-073.

John, L.K. & Preble, M.G. The Campbell Home (A, B and C cases), Harvard Business School Case 918-017, 918-018, 918-019.

John, L.K. The Campbell Home (A, B and C cases), Harvard Business School Teaching Note 919-012.

Dolan, R.J. & John, L.K., *Marketing Intelligence and Environmental Analysis*, essential reading chapter for Harvard Business Publishing *Core Curriculum*.

John, L.K., Quelch, J. & Huckman, R. CVS Health: Promoting Drug Adherence, Harvard Business School Case 515-010.

John, L.K., Quelch, J. & Huckman, R. CVS Health: Promoting Drug Adherence, Harvard Business School Teaching Note 515-086.

Dolan, R.J. & John, L.K. Kiehl's Since 1851: Pathway to Profitable Growth, Harvard Business School Case 514-044.

John, L.K. & Dolan, R.J. Kiehl's Since 1851: Pathway to Profitable Growth," Harvard Business School Teaching Note 515-087.

John, L.K., Norton, M.I. & Norris, M. Making stickK Stick: The Business of Behavioral Economics, Harvard Business School Case 514-019.

John, L.K. & Norton, M.I. Making stickK Stick: The Business of Behavioral Economics, Harvard Business School Teaching Note 515-088.

SELECTED GRANTS

- | | |
|------|--|
| 2015 | <i>Optimally Rewarding Exercise and Building Healthy Habits</i>
Foundations of Human Behavior Initiative, \$36,600
With B. Tuckfield (Wharton), K. Milkman (Wharton), and F. Gino (Harvard) |
| 2014 | <i>Evaluating Sugar-Sweetened Beverage Cap Policy</i>
Obesity Society, \$25,000; Foundations of Human Behavior Initiative, \$15,000
With C. Roberto (PI, Harvard), J. Block (Harvard), and B. Elbel (NYU) |
| 2007 | <i>Research Grants, Financial Incentives for Weight Loss</i>
U.S. Department of Agriculture, NICHD Population Studies Center, NIA
Population Aging Research Center, Hewlett Foundation, \$128,000
With K. Volpp (PI, UPenn) & G. Loewenstein (CMU) |

TEACHING

Primary teaching assignments

Negotiation, MBA Elective Curriculum course (Spring 2018, Spring 2019)
Negotiation, MBA Elective Curriculum course (Fall 2015)
Negotiation, MBA Elective Curriculum course (Winter 2015)
Marketing, MBA Required Curriculum course (2011-2013)

Secondary teaching activities

Transforming Customer Experiences, Executive Education (2019)
Managing Healthcare Delivery, Executive Education (2018)
Driving Digital and Social Strategy, Executive Education (2016, 2017, 2018)
Behavioral Economics, Executive Education (2014 - 2017)
Harvard Catalyst Program (2016)
Harvard Graduate School of Design Executive Education (2016)
Changing the Game, Executive Education (2015, 2016)
Doctoral Seminar in Consumer Behavior, co-taught with Professor John Gourville (2014)
Strategic Marketing Management, Executive Education (2013-2014)
Guest Lecturer, Experimental Methods in Behavioral Research, Doctoral Program (2013)
Guest Lecturer, Micro Topics in Organizational Behavior, Doctoral Program (2012, 2014)

PRESENTATIONS

Invited presentations:

June 2019	Keynote, Behavioral Economics in Action at Rotman conference
May 2019	Rotterdam School of Management and Erasmus School of Economics
May 2019	Bocconi University, Marketing Group
January 2019	Stanford University, Graduate School of Business (Organizational Behavior)
November 2018	Northeastern University, D'Amore-McKim School of Business (Marketing)
November 2018	University of Texas at Austin, McCombs School of Business (Marketing)
October 2018	Carnegie Mellon University, Center for Behavioral Decision Research
September 2018	Media Alpha, Annual Conference Keynote
September 2018	Washington University: Trust and Privacy in the Digital Age symposium
August 2018	Tech Policy Institute, Aspen Forum
May 2018	Massachusetts Institute of Technology, Sloan School of Management (Marketing)
March 2018	University of Manitoba, Asper School of Business (Marketing)
February 2018	University of Minnesota, Carlson School of Management (Marketing)
May 2017	INSEAD, Fontainebleau (Marketing)
March 2017	Keynote, Designing Privacy for Real People, Behavioral Economics in Action Rotman, University of Toronto
February 2017	University of Alberta (Marketing)

February 2017	Judgment and Decision Making Preconference, Annual Meeting of the Society for Personality and Social Psychology
February 2017	Washington University at St. Louis (Marketing)
January 2017	University of Chicago (Coase-Sandor Institute for Law and Economics)
December 2016	Boston Chief Information Security Officer Executive Summit
November 2016	Wired 2016
October 2016	Perspectives on Robust, Reliable, and Replicable Methods in the Psychological/Behavioral Sciences, Harvard University
June 2016	Behavioral Exchange, Cambridge, MA
May 2016	Tenth Triennial Invitational Choice Symposium, Lake Louise, Canada
April 2016	Anderson School of Management, UCLA (Marketing)
March 2016	Cornell University (Behavioral Economics and Decision Research seminar)
January 2016	The Future Frontiers of Online Privacy, University of Toronto
November 2015	University of Massachusetts, Amherst (Marketing)
July 2015	Chautauqua Institution
March 2015	Chicago Booth School of Business (Marketing)
May 2014	Faculty Research Symposium, Healthcare Initiative Spotlight, HBS
April 2014	Behavioral Economics & Public Health Workshop, Harvard School of Public Health
March 2014	Haas School of Business, University of California at Berkeley (Marketing)
March 2014	Behavioral Insights Group, Harvard University
February 2014	National Science Foundation (Workshop: Promoting Robust and Replicable Research)
February 2014	University of Vermont (Vermont Center on Behavior and Health)
February 2014	Boston University (Marketing)
November 2013	Institute for Quantitative Social Science, Harvard
October 2013	New England Marketing Consortium (Marketing)
October 2013	Yale School of Management (Marketing)
Sept. 2013	University of Texas at Dallas (Economics)
August 2013	Insight Squared, Inc.
May 2013	Association for Psychological Science
May 2013	Consumer Health Summit, Stamford, CT
May 2013	Applying Field Experimentation to Behavior Research, Rady School, UC San Diego
April 2013	Ross School of Business, University of Michigan (Marketing)
March 2013	HubSpot, Inc.
March 2013	Columbia Business School (Marketing)
February 2013	Royal Flemish Academy of Belgium for Science and the Arts
November 2012	Wharton School, University of Pennsylvania (OPIM)
May 2012	Workshop on the Behavioral Economics of Innovation, Marketing Science Institute
March 2012	The Science of Getting People to do Good, Stanford Center for Social Innovation

February 2011	University of Vermont and U.S. Navy Medicine: Incentives and Health Symposium
November 2010	Yale School of Management (Organizational Behavior)
November 2010	Harvard Business School (Marketing)
October 2010	Leeds School of Business, University of Colorado at Boulder (Marketing)
October 2010	Rotman School of Management, University of Toronto (Marketing)
October 2010	Kellogg Graduate School of Management, Northwestern University (Marketing)
Sept. 2010	University of Technology, Sydney, Australia (Marketing)
Sept. 2010	Desautels Faculty of Management, McGill University (Marketing)
Aug. 2010	Facebook, Inc.

Selected Talks at Peer-Reviewed Scientific Meetings (does not include talks given by co-authors):

Donnelly, G., Zatz, L., Svirsky, D., & John, L.K. The Effect of Graphic Warnings on Sugary Drink Purchasing

- Academy of Management, 2018 (Chicago)

John, L.K., Blunden, H., & Liu, H. Shooting the Messenger

- Academy of Management, 2017 (Atlanta)
- Society for Experimental Social Psychology, 2017 (Boston)

Hofstetter, R., Ruppel, R., & John, L.K. Temporary Sharing, Enduring Impressions

- Digitized Behavior, Behavioral Decision Research in Management pre-conference, 2018 (Boston)
- Marketing Science, University of Southern California, 2017 (Los Angeles)
- Academy of Management, 2017 (Atlanta)
- Association for Consumer Research, 2017 (San Diego)
- Society for Judgment and Decision Making, 2017 (Vancouver)

Brough, A., & John, L.K. The Bulletproof Glass Effect, Society for Consumer Psychology, 2017 (San Francisco)

John, L.K., Donnelly, G. & Roberto, C. Setting the Record Straight on Soda Size Cap Policies.

- Association for Consumer Research, 2015 (New Orleans)
- Society for Consumer Psychology, 2016 (St. Petersburg)
- Behavioral Exchange, 2016 (Boston)

John, L.K., Garcia-Rada, X. & Norton, M.I. Revision Bias: Preferences for Revised Experiences Absent Objective Improvement

- Behavioral Decision Research in Management, 2018 (Boston)
- Association for Consumer Research, 2015 (New Orleans)
- Society for Consumer Psychology, 2016 (St. Petersburg)
- Society for Judgment and Decision Making, 2016 (Boston)

John, L.K., Emrich, O., Gupta, S. & Norton, M.I. What are Facebook Fans Really Worth?, Theory and Practice of Marketing, London Business School, 2013 (London)

John, L.K. & Norton, M.I. What Hiding Reveals

- Society for Personality and Social Psychology, 2013 (New Orleans)
- Society for Consumer Psychology, 2013 (San Antonio)

- Association for Consumer Research, 2013 (Chicago)

John, L.K. & Norton, M.I. Walking While Working

- Behavioral Decision Research in Management, 2012 (Boulder)
- Association for Consumer Research, 2012 (Vancouver)
- Society for Consumer Psychology, 2013 (San Antonio)

John, L.K., Loewenstein, G. & Prelec, D. Measuring the Prevalence of Questionable Research Practices with Incentives for Truth Telling

- Society for Personality and Social Psychology, 2012 (San Diego)
- Association for Psychological Science, 2012 (Chicago)
- American Psychological Association, 2012 (Orlando)

John, L.K., Loewenstein, G. & Acquisti, A. Paradoxical Effects of Randomized Response Techniques

- Society for Judgment and Decision Making, 2011 (Seattle)
- Academy of Management, 2018 (Chicago)

John, L.K., Loewenstein, G. & Rick, S. Cheating More for Less, Behavioral Decision Research in Management, 2010 (Pittsburgh)

Volpp, K., John, L.K., Norton, L., Fassbender, J., Troxel, A. & Loewenstein, G.. Financial Incentive-Based Approaches for Weight Loss: A Randomized Trial

- Society for Judgment and Decision Making, 2008 (Chicago)
- Society for Medical Decision Making, 2008 (Philadelphia)

John, L.K., Acquisti, A. & Loewenstein, G. Inconsistent Preferences for Privacy, Behavioral Decision Research in Management, Rady School of Management, 2008 (UC San Diego)

Discussant / Panelist

John, L.K. Conversation on Translating Consumer Research into Policy, Society for Consumer Psychology, 2017 (San Francisco).

John, L.K. Causes and Consequences of Consumer Susceptibility to Financial Dishonesty, Conference on Consumer Financial Decision Making, 2016 (Boulder).

John, L.K. Think outside the Lab: Using Field Data in Behavioral Research, Association for Consumer Research, 2012 (Vancouver).

SERVICE

Co-Editor: Special Issue of *Current Directions in Psychological Science: Privacy and Disclosure*, Online and in Social Interactions (2020)

Associate Editor: *Collabra: Psychology*

Editorial Board: *Journal of Marketing Research*
Social Psychological and Personality Science

Reviewing: *Advances in Methods and Practices in Psychological Science*

American Psychologist
Annals of Behavioral Medicine
Computers in Human Behavior
Health Economics
Healthcare Policy
International Journal of Research in Marketing
Journal of the American Medical Association
Journal of Computer Mediated Communication
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Economic Behavior
Journal of Empirical Legal Studies
Journal of Experimental Psychology: General
Journal of Experimental Social Psychology
Journal of Management
Journal of Marketing Research
Journal of Public Policy and Marketing
The Lancet
Management Information Systems Quarterly
Management Science
Marketing Science
Medical Decision Making
National Institute of Health
National Science Foundation
Organization Science
Organizational Behavior and Human Decision Processes
PLOS One
Preventive Medicine
Psychological Methods
Psychological Science
Science
Social Psychology
Social Psychological and Personality Science

Program Committee: Behavioral Decision Research in Management, 2016, 2018
 Society for Judgment and Decision Making, 2015, 2016, 2017

Organizer: Behavioral Decision Research in Management, 2018
 Behavioral Insights Group Graduate Student Workshop, 2016
 Women in Judgment and Decision Making Keynote and Luncheon event,
 2014, 2013, 2012

Other: Marketing Science Institute Behavioral Economics Roundtable, 2016-17

DOCTORAL ADVISING

- Kate Barasz, HBS Marketing (DBA 2016, initial placement: IESE Marketing, 2018 placement: HBS)
- Bhavya Mohan, HBS Marketing (DBA 2016, placement: USF Marketing)
- Tami Kim, HBS Marketing (DBA 2017, placement: UVA Darden School, Marketing)

- Grant Donnelly, HBS Marketing (DBA 2018, placement: The Ohio State University, Marketing)
- Martha Jeong, HBS Micro OB (PhD expected 2019, placement: HKUST, Management)
- Hayley Blunden, HBS Micro OB (PhD expected 2020)
- Ximena Garcia-Rada, HBS Marketing (DBA expected 2021)
- Annie Wilson, HBS Marketing (DBA expected 2021)

AFFILIATIONS

- Research Fellow, Behavioural Economics in Action at Rotman (BEAR), University of Toronto, 2018-
- Association for Consumer Research
- Society for Consumer Psychology
- Academy of Management
- Harvard Behavioral Insights Group (BIG)
- Harvard Chan Center for Health and Happiness
- LDI Center for Health Incentives and Behavioral Economics/Penn-CMU Roybal Center
- Center for Health and Happiness, Harvard School of Public Health
- Health Initiative, Harvard Business School
- Society for Judgment & Decision Making
- Society for Medical Decision Making
- Society for Personality and Social Psychology

OTHER PROFESSIONAL EXPERIENCES

2018	Selected talks at various Fortune 500 firms (e.g., Goldman Sachs, JP Morgan)
2017	Research consultant for Pepsico
2015	Expert consultant for Bollea in Bollea (aka Hulk Hogan) vs. Gawker lawsuit
2012 – 2014	Weight Watchers, Inc.
2009 – 2011	Blue Cross Blue Shield
2008 – 2009	Glaxo Smith Kline; Genzyme
2008 – 2010	McKinsey & Company

SELECTED MEDIA COVERAGE

Bloomberg, Boston Public Radio, Business Insider, Canadian Broadcasting Corporation Radio, The Globe and Mail, Harvard Magazine, Los Angeles Times, National Public Radio, Nature, The New York Times, PBS Newshour, Scientific American, Times Magazine, The Wall Street Journal, Wired Magazine