INSTRUCTIONS FOR PRESENTERS

BDRM 2018 will feature three concurrent sessions (three rooms with simultaneous presentations). Each session will be 75 minutes long, with four 18-minute talks per session.

We ask that the last presenter in a session act as the “session leader.” There will be a local computer provided in each room that connects to a projector (presenters can bring their presentations on a USB or send them to the session leader through Dropbox, email, etc.). Alternatively, the session leader (last presenter) may choose to connect his or her personal computer to the projector to project the presentations.

You may use the HBS WiFi network “HBSGUEST,” which does not require a password.

KEYNOTE SPEAKERS

Teresa Amabile is the Baker Foundation Professor and Edsel Bryant Ford Professor of Business Administration at the Harvard Business School. Originally educated and employed as a chemist, Teresa received her Ph.D. in Psychology from Stanford University. Her current research investigates how life inside organizations can influence people and their performance, as well as how people approach and experience the transition to retirement. Originally focusing on individual creativity, Teresa’s research expanded to encompass individual productivity, team creativity, and organizational innovation. Her 40-year program of research on how the work environment can influence creativity and motivation yielded a theory of creativity and innovation; methods for assessing creativity, motivation, and the work environment; and a set of prescriptions for maintaining and stimulating innovation.

Paul Rozin is a Professor of Psychology at the University of Pennsylvania. Paul earned two Ph.D. degrees in Biology and Psychology from Harvard University. Over the course of his career, Paul’s research has largely focused on human food choice, considered from biological, psychological, and anthropological perspectives. Most recently, he has paid major attention to the emotion of disgust, the entry of food issues (e.g., meat, fat) into the moral domain in modern American culture, French-American differences in the food domain, and topics adjacent to food, such as attitudes about recycled water, the psychology of music, the nature of remembered pleasure, aversions to ethnic groups, and forgiveness.
MASTER SCHEDULE

BDRM 2018 will take place Thursday evening June 7 through Saturday evening June 9 at the Harvard Business School in Boston, MA. All conference events will be held in two buildings: Spangler Hall and Aldrich Hall. The closing dinner party will be at The State Room, 60 State Street, in downtown Boston, MA (this party will include drinks, appetizers, and a sit-down dinner).

THURSDAY, 07 JUN 2018

3:00–5:00 PM
Registration
Meredith Room, Spangler

5:00–6:30 PM
Opening Reception (open bar)
Williams Room, Spangler

6:30–8:00 PM
Keynote Address:
Teresa Amabile
(interviewed by Alison Wood Brooks and Mike Norton)
Spangler Auditorium
(basement of Spangler)

FRIDAY, 08 JUN 2018

8:00 AM–4:30 PM
Registration
Aldrich 107

8:00–9:00 AM
Breakfast
Aldrich 1st floor

9:00–10:15 AM
Session 1
Aldrich 1st floor

10:15–10:45 AM
Coffee Break
Aldrich 1st floor

10:45 AM–12:00 PM
Session 2
Aldrich 1st floor

12:00–1:30 PM
Lunch
Outside Aldrich Classrooms

1:30–2:45 PM
Session 3
Aldrich 1st floor

2:45–3:15 PM
Coffee Break
Aldrich 1st floor

3:15–4:30 PM
Session 4
Aldrich 1st floor

SATURDAY, 09 JUN 2018

8:00 AM–12:00 PM
Registration
Aldrich 1st floor

8:00–9:00 AM
Breakfast
Aldrich 1st floor

9:00–10:15 AM
Session 5
Aldrich 1st floor

10:15–10:45 AM
Coffee Break
Aldrich 1st floor

10:45 AM–12:00 PM
Keynote Address: Paul Rozin
Spangler Auditorium

12:00–1:30 PM
Lunch
Outside Aldrich Classrooms

1:30–3:00 PM
Session 6
Aldrich 1st floor

3:00–3:30 PM
Coffee Break
Aldrich 1st floor

3:30–4:45 PM
Session 7
Aldrich 1st floor

7:30–11:30 PM
Closing Party
The State Room
60 State Street, 33rd Floor
Boston, MA

7:30 PM RECEPTION (OPEN BAR)
8:30 PM DINNER
Advice and Persuasion
Aldrich 109
Advice from top performers feels (but is not) more helpful.
David Levari, Daniel Gilbert
When Moderation Fosters Persuasion: The Persuasive Power of Deviatory Reviews
Daniella Kupor, Zakary Tormala
Accidentally Bayesian: How preference similarity affects advice taking
Henry Shen, Ye Li
Agency and Homophily: Evidence from Software Engineers
Bo Cowgill, Dan Wang
Mandatory Conspicuity Makes People More Charitable
Adelle Yang, Chris Hsee
Overlooking the Gift that Always Fits: Givers Underestimate the Appeal of Unconstrained Gifts
Mary Steffeil, Elanor Williams, Robyn LeBouf
In Giving We Receive: A Counterintuitive Approach to Motivating Behavior
Lauren Eskreis-Winkler
Differences in Spending Time and Money: The Case of Charitable Giving
Selin Malkoc, John Costello
A Dynamic Structural Model of Mental Accounting
Nicholas Pretnar, Alan Montgomery
Extremeness Aversion as a cause of Insufficient Adjustment
Joshua Lewis, Celia Gaertig, Joseph Simmons
Attribution Bias in Major Decisions: Evidence from the United States Military Academy
Kareem Haggag, Richard Patterson, Nolan Pope, Aaron Feudo
Ambiguity aversion and the perceived nature of uncertainty
Craig Fox, Michael Goedde- menke, David Tannenbaum
Charitable Giving
Aldrich 110
Mandatory Conspicuity Makes People More Charitable
Adelle Yang, Chris Hsee
Pro-Environmental Waste Receptacle Labeling Can Increase Recycling Contamination
Jesse Catlin, Yitong Wang, Rommel Manuel
Slow and Steady versus Fast and Furious: The Effect of Speed on Decision Making
Ellie Kyung, Yael Shani Feinstein, Jacob Goldenberg
How Semantic Framing Influences Consumers' Responses to Crowdfunding Campaign
Lei Su, Jaideep Sengupta
Ambiguity and Cognition
Aldrich 111
Scoring vs. Ranking: An Experimental Study of Idea Evaluation Processes
Zhijian Cui, Shijith Kumar, Dilney Govalves
Bias and Productivity in Humans and Algorithms: Theory and Evidence from Resume Screening
Bo Cowgill
Artificial Intelligence and Medical Decision Making
Chiara Longoni, Andrew Bonezzi, Carey Morewedge
The Impact of Algorithms on Judicial Discretion: Evidence from Regression Discontinuities
Bo Cowgill
Behavioral Interventions
Aldrich 109
Which healthy eating nudges work best? A meta-analysis of field experiments
Romain Cadario, Pierre Chandon
Pro-Environmental Waste Receptacle Labeling Can Increase Recycling Contamination
Jesse Catlin, Yitong Wang, Rommel Manuel
Bias and Productivity in Humans and Algorithms: Theory and Evidence from Resume Screening
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Artificial Intelligence and Medical Decision Making
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The Impact of Algorithms on Judicial Discretion: Evidence from Regression Discontinuities
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Algorithms
Aldrich 110
Scoring vs. Ranking: An Experimental Study of Idea Evaluation Processes
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The Impact of Algorithms on Judicial Discretion: Evidence from Regression Discontinuities
Bo Cowgill
Choice Sets
Aldrich 111
Partitioning Sorted Sets: Overcoming Choice Overload while Maintaining Decision Quality
Benedict Dellaert, Tom Baker, Eric Johnson
Second Guesses: When Does Averaging Two Estimates from the Same Person Improve Quantitative Judgments?
Celia Gaertig, Joseph Simmons
Is There Truly Too Much Choice?
Shannon Duncan, Ulf Bockenholt, Eric Johnson
Threshold Escalation in Product Lineups
Sang Kyu Park, Aner Sela
1:30–2:45 PM | SESSION 3

Communication
Aldrich 109
The Unintended Message and Impact of Symbolic Awards on Student Absenteeism
Carly Robinson, Jana Gallus, Monica Lee, Todd Rogers
The Economic and Interpersonal Consequences of Deflecting Direct Questions
Brad Bitterly, Maurice Schweitzer
Shopping for Confirmation: How the Words of Internal Beneficiaries Influence Performance
Paul Green, Francesca Gino, Brad Staats
Mansplaining: When Men Don’t Accept Women’s Expertise
Ovul Sezer, Shimul Melwani

Consumer Financial Decisions
Aldrich 110
Scope Insensitivity in Debt Repayment
Daniel Mochon, Nina Mazar, Dan Ariely
Beyond Anchoring: Examining the Impact of Minimum Payments on Credit Card Debt Repayment
Samuel Hirshman, Abigail Sussman
Preference Refinement After a Budget Contraction
Gretchen Wilroy, Kurt Carlson, Meg Meloy
Can Making Family Salient Increase Retirement Contributions?: Evidence using Field Experiments in Mexico
Ani Shah

Enjoyment of Experiences
Aldrich 111
Switching Traps: How the Opportunity to Switch Among Activities Reduces Enjoyment of Consumption Experience
Sarah Wei, Gerald Häubl
Active Consumption: How the Architecture of the Experience Activates Consumer Engagement and Enjoyment
Taly Reich, Rosanna Smith, Ernest Baskin
Repeated experiences: Underappreciating the thrill of the familiar
Ed O’Brien
Experience Editing, or How Checkups Are Like Vacations
Alex Kaju

3:15–4:30 PM | SESSION 4

Motivation
Aldrich 109
When you work with a Super Man, will you also fly? An empirical study of the impact of the coworkers on workers’ performance
Tom Tan, Serguei Netessine
The Motivational Dynamics of Success and Failure
Sarah Wei, Gerald Häubl
The social headwinds/tailwinds asymmetry: An availability bias in assessments of social advantages and disadvantages
Shai Davidai, Julia Smith, Thomas Gilovitch
The social headwinds/tailwinds asymmetry: An availability bias in assessments of social advantages and disadvantages
Shai Davidai, Julia Smith, Thomas Gilovitch
Peer Bargaining and Productivity in Teams: Gender and the Inequitable Division of Pay
Lamar Pierce, Laura Wang, Dennis Zhang
“I was Going to Offer $10,000 but...”: The Effects of Phantom Anchors in Negotiation
Nazli Bhatia, Brian Gunia

Negotiation
Aldrich 110
Warm Glow in Funeral Contracts
Ximena Garcia-Rada, Sarah Whitley, Dan Ariely, Carey Morewedge
In a seller’s market, setting precise asking prices backfires
Margarita Leib, Nils Köbis, Shaul Shalvi, Marieke Roskes
Peer Bargaining and Productivity in Teams: Gender and the Inequitable Division of Pay
Lamar Pierce, Laura Wang, Dennis Zhang
“I was Going to Offer $10,000 but...”: The Effects of Phantom Anchors in Negotiation
Nazli Bhatia, Brian Gunia

News and Politics
Aldrich 111
Fake News: who falls for it and what to do about it
David Rand, Gordon Pennycook
A pleasant surprise in partisan politics: Avoidance of opposing views is partly driven by an affective forecasting error
Charles Dorison, Julia Minson, Todd Rogers
Why won’t you listen to me? Measuring receptiveness to opposing views.
Julia Minson, Frances Chen, Catherine Tinsley
The A/B Illusion: Objecting to Experimentally comparing Two Unobjectionable Policies
Michelle Mayer, Patrick Heck, Geoffrey Holtzman, Stephen Anderson, William Cai, Duncan Watts, Christopher Chabris
9:00–10:15 AM

Constructing Preferences
Aldrich 109

The Quantity Integration Effect: Integrating Purchase and Quantity Decisions
Kristen Duke, On Amir

How Slider Scales Change Willingness-to-Pay: Recalibrating the Mental Number Line
Ellie Kyung Manoj Thomas

High Chances and Close Margins: How Different Forecast Formats Shape Beliefs
Oleg Urminsky, Lucy Shen, Sondre Skarsten

Elicitation-Based Preference Reversals in Consumer Goods
Michael O’Donnell, Ellen Evers, Iris Lew

Incentives
Aldrich 110

Incentives can reduce bias in online employer reviews: Evidence from national data and a controlled experiment
Ioanna Marinescu, Nadav Klein, Andrew Chamberlain, Morgan Smart

The Luck Celebration Hypothesis: How License Lotteries Affect the Licensed Purchase
Luxi Shen, Mantian Hu

The Impact of Behavioral and Economic Drivers on Gig Economy Workers
Wichinpong “Park” Sinchaisri, Gad Allon, Maxime Cohen

How Incentive Framing Can Harness the Power of Social Norms
Alicea Lieberman, Kristen Duke, On Amir

Poverty and Inequality
Aldrich 111

Compensate a little, but punish a lot: Asymmetric routes to restoring justice
Jeff Galak, Rosalind Chow

Looking up and down the hierarchy: Target rank influences perception of descriptive social norms
Jennifer Dannals, Emily Reit, Dale Miller

The Rising Tide Sinks the Smallest Boats: Why Rising Income Inequality Makes the Poor Even Poorer
Jon Jachimowicz, Barnabas Szaszi, Jaideep Prabhu, Elke Weber

Reactions to inequality in society versus inequality among people
Sebastian Hafenbradl, Jason Dana

1:30–3:30 PM

Psychology of Technology
Aldrich 109

Discrimination with Incomplete Information in the Sharing Economy: Evidence from Field Experiments on Airbnb
Dennis Zhang, Ruomeng Cui, Jun Li

Simulating Social Closeness: The Psychological Consequences of Consumer Technologies
Alicea Lieberman, On Amir, Juliana Schroeder

Using Reviews to Determine Preferences: How Variance in User-Generated Reviews Affects Choice
Elizabeth C. Webb, Itamar Simonson

The Revision Bias
Leslie John, Xinema Garcia-Rada, Michael Norton

Pro- and Anti-Social Motives
Aldrich 110

When Prosocial Incentives Have Social Benefits
Rachel Gershon, Cynthia Cryder, Leslie John

One of a Kind: Our Selfish Preference for Unique Kindness and Its Consequences for Resource Allocation
Lalin Anik, Ryan Hauser, Lara Akin

Bribing the Self
Uri Gneezy, Silvia Saccardo, Marta Serra Garcia, Roel Van Veldhuizen

Credibility-Enhancing Displays Promote the Provision of a Non-Normative Public Good
Gordon Kraft-Todd, Bryan Bollinger, Kenneth Gillingham, Stefan Lamp, David Rand

Spending, Investing, Saving
Aldrich 111

Accounting for Gains from Discounted Credit
Andong Cheng, Ernest Baskin

Animal Spirits and Political Animals: Affect explains partisan differences in willingness to invest in the stock market
David Comerford, Jack Soll

Financial Consequences of Believing that Spending Signals Wealth
Heather Kappes, Joe L. Gladstone, Hal Herschfield

Leveraging Temporal Asymmetry to Improve Consumers’ Financial Predictions
Chuck Howard, David Hardisty, Abigail Sussman, Melissa Knoll
SATURDAY, 09 JUN 2018

AFTERNOON

SESSION 7

3:30–4:45 PM

Status and Power
Aldrich 109

The problem with sponsorship: Gender differences in the effectiveness of sponsors
Rosalind Chow

Trickle-Round Signals: When Low Status Becomes High
Silvia Bellezza, Jonah Berger

Morally motivated perception: we help individuals we see as people and we see people when we want to help
Katrina Fincher, Phil Tetlock, Jon Baron

When Signaling Status Backfires
Shalena Sma, Alixandra Barasch, Deborah Small

Time and Money
Aldrich 110

Impatience and Time-Inconsistency in Discounting Models
Haewon Yoon

The Resource Focusing Effect: Nudging Consumer Preferences in Time-Money Tradeoffs
Yana Litovsky, Christopher Olivola

Less Likely Outcomes Are Valued Less
Gabriele Paolacci, Joachim Vosgerau

Translating Time to Cash: Monetizing Non-Cash Benefits Shifts Employment Preferences
Ryan Dwyer, Mateja Perovic, Ashley Whillans

Transparency
Aldrich 111

Transparency and Investment Decisions: Evidence from the Disposition Effect
Marcel Lukas, Arman Eshraghi, Jo Danbolt

Preferences Under Construction: Decision-Makers’ Aversion to Being Observed During the Deliberation Phase
Yonat Zwebner, Rom Schriff

Easier seen than done: An illusion of skill acquisition
Michael Kardas, Ed O’Brien

Lifting the Veil: The Benefits of Cost Transparency
Bhavya Mohan, Ryan Buell, Leslie John

SATURDAY NIGHT

Let’s party! To close the BDRM conference, head to The State Room, located at 60 State Street in Downtown Boston.

Drinks start at 7:30 pm, sit-down dinner at 8:30 pm. We’re expecting everyone—don’t let us down!
BDRM 2018 CONFERENCE COMMITTEE

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