

**H A R V A R D | B U S I N E S S | S C H O O L**

**Ashley V. Whillans**  
HARVARD BUSINESS SCHOOL  
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**EDUCATION**

November 2017 **Ph.D. Social Psychology**  
University of British Columbia, Vancouver, Canada

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: Valedictorian. Westbrook Scholar (Top 1% of graduating class for academic achievement, leadership, and service).

**GOVERNMENT & ACADEMIC POSITIONS**

July 2017-Present **Assistant Professor**  
Negotiation, Organizations and Markets Unit  
Harvard Business School, Boston, MA  
Faculty Affiliate: Business and Environment Initiative (HBS)  
Faculty Affiliate: Behavioral Insights Group (HKS)  
Faculty Affiliate: Human Flourishing Program (Public Health)  
Faculty Affiliate: Mind, Brain, and Behavior Initiative (Harvard University)  
Burke Faculty Fellow: Harvard Global Health Institute (Public Health)

November 2016-  
December 2018 **Behavioral Scientist**  
Behavioral Science Division  
Public Service Agency, British Columbia Government  
\*co-founder of BC provincial government ‘nudge’ unit

May-Sept 2016 **Research Fellow**  
Behavioral Insights Team, North America

**AWARDS & HONORS**

2019 **Honorable Mention**, Wyss Faculty Award for Faculty Excellence in Doctoral Student Mentorship, Harvard Business School  
**Honorable Mention**, International Positive Psychology Association, PhD Award, Named among the top five dissertations in the world in Positive Psychology

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”**

- 2017 International Behavioral Exchange, *BX 2018*  
**Heritage Foundation Dissertation Award**  
 The Society for Personality & Social Psychology, \$1,000 USD
- 2016 **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  
 Society for Personality & Social Psychology, \$200 USD
- 2015 **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  
**Westbrook 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:

- 2019-2020 **Burke Faculty Fellowship**, Harvard Global Public Health Institute, \$75,000 USD
- 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

**Competitive Grants:**

- 2021 **Russell Sage Foundation**, Using behavioral science to improve remote work for public sector employees (*Co-Investigator*), \$117,604 USD.
- 2020 **Accelerating Innovative Mobility (AIM)**, Using behavioral science to encourage active and sustainable commutes and remote work in the LA Metro Community. US Department of Transportation (*Co-Investigator*), \$1.28 million USD  
**Lee Kum Sheung Center for Health & Happiness**, Alleviating time poverty among the working poor in India (*Primary Investigator*), \$20,000 USD  
**Institute of Labor Economics (IZA)**, Tracking the value of time of informal sector workers (*Primary Investigator*), €30,000  
**Harvard University, Foundations of Human Behavior Initiative**, The causal impact of rainwater collection technology on time use, health and education for girls and women living in rural India (*Primary Investigator*), \$31,200 USD  
**Harvard University, Foundations of Human Behavior Initiative**, Helping employees plan their paid vacation (*Primary Investigator*), \$40,000 USD  
**Mittal Family Foundation**, Alleviating time-poverty among the working poor in Rajasthan, India (*Primary Investigator*), \$20,000 USD
- 2019 **Kok Educational Foundation**, Designing interventions to cultivate purpose among diverse adolescence (*Co-Investigator*), \$70,000 USD  
**Social Sciences & Humanities Research Council of Canada**, Can repeated and reflective giving nurture Canada's next generation of philanthropists? Partnership Grant (*Co-Investigator*), \$24,500 CAD  
**John Templeton Foundation, Sub-Award from Baylor University**, Character strengths interventions in adolescents: Engaging scholars and practitioners to promote virtue development (*Primary Investigator*), \$138,000 USD  
**Harvard University, Mind Brain and Behavior Initiative**, Trapped by time: How women's negative beliefs about extension requests contribute to gender gaps in workplace performance (*Primary Investigator*), \$14,590 USD  
**Harvard University, Foundations of Human Behavior Initiative**, Behavioral Insights Group: Using behavioral science to promote sustainable transportation in US cities (*Primary Investigator*), \$30,000 USD
- 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-Investigator*), \$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-Investigator*), \$40,000 CAD  
**PsiChi Research Grant**, Cross cultural differences in the well-being benefits of goal pursuit and persistence (*Advisor*), \$3,500 USD
- 2016 (selected) **Harvard University Foundations of Human Behavior Initiative**, Using behavioral science to promote sustainable transportation (*PI*), \$17,500 USD
- 2015 (selected) **Data Collection Grant, *The Barriers of Happier Time***  
Time Sharing Experiments for the Social Sciences
- 2013 (selected) **John Templeton Foundation, Sub-Award to Chicago Booth School of Business “New Paths to Purpose Initiative”, Co-PI**, \$67,337 USD

## PUBLICATIONS

### Books

- Whillans, A.V. (2020). *Time Smart: How to reclaim your time and live a happier life*. Cambridge, MA: Harvard Business Publishing. Publication Date: October 6, 2020.
- Harvard Business Publishing ‘Featured Book’ for 2020.
  - Amazon #1 New Release in Time Management.
  - Top 10 Business Books by Globe & Mail in 2020.
  - Top 10 Behavioral Science books by Behavioral Scientist in 2020.
  - 2<sup>nd</sup> place Best Book Hindsight Award by the Center for Advanced Hindsight in 2020.
  - Rights sold in China, Japan, Singapore, South Korea, and the Gulf (translated into Arabic).

### Journal Articles (\*=*shared authorship*, \*\*=*student*)

1. \*\*Collins, H., Whillans, A.V & John, L.J. (in press). Joy and Rigor in Behavioral Science. *Organizational Behavior & Human Decision Processes*.
2. Whillans, A.V., \*\*Turek, A. & Perlow, L. (in press). How COVID-19 and digital technology use illuminated the need for different types of teamwork. *Information & Organizations*.
3. Whillans, A.V. \*Yemiscigil, A. & \*Giurge, L., (in press). A multi-country investigation of gender differences in time-use during COVID-19. *Proceedings of the National Academy of Science*.
4. Whillans, A.V., \*\*Sherlock, J., Roberts, J., \*\*O’Flaherty, S., \*\*Gavin, L., \*\*Dykstra, H., \*\*Daly, M. (in press). Nudging the Commute: Using Behaviorally-Informed Interventions to Promote Sustainable Transportation. *Behavioral Science & Policy*. [[link](#)].
5. \*\*Ward, D. E., Park, L. E., Walsh, C. M., Naragon-Gainey, K., Paravati, E., & Whillans, A. V. (2021). For the love of money: The role of financially contingent self-worth in romantic relationships. *Journal of Social and Personal Relationships*, 0265407521991663. [[link](#)].
6. Jachimowicz, J., \*\*Jeronimus, B., \*\*Mo, R., Greenberg, A. & Whillans, A.V. (2020). Income more reliably predicts frequent rather than intense happiness. *Social Psychological & Personality Science*.
7. \*\*Wilson, A. Whillans, A.V & Schalger, T. Rejections make the heart grow fonder: The benefits of articulating risks when declining social invitations. *Journal for the Association of Consumer Research*. [[link](#)].
8. Kim, E. S., Whillans, A. V., Lee, M. T., Chen, Y., & VanderWeele, T. J. (2020). Volunteering and subsequent health and well-being in older adults: an outcome-wide longitudinal approach. *American Journal of Preventive Medicine*, 59(2), 176-186. [[link](#)].
9. Park, L. E., Jung, H.Y., Lee, K.S., \*\*Ward, D.E., Piff, P.K., Whillans, A.V., Naragon-Gainey, K. (2020). "Psychological Pathways Linking Income Inequality in Adolescence to Well-being in Adulthood." *Self and Identity*. [[link](#)].
10. \*\*Proulx, J., \*\*Macchia, L., Aknin, L. & Whillans, A.V (accepted-in-principle). Increasing generosity among youth: A longitudinal pre-registered field experiment. *Comprehensive Results in Social Psychology*.

11. \*\*Ward, D. E., Park, L. E., Naragon-Gainey, K., Jung, H. & Whillans, A.V. (2020). Social Consequences of Financially Contingent Self-Worth. *Personality and Social Psychology Bulletin*.
12. Whillans, A.V., \*Giurge, L. & \*\*West, C. (2020). Why time poverty matters for individuals, organizations, and nations. *Nature Human Behavior* [\[link\]](#).
13. \*\*Lee-Yoon, A., Donnelly, G., Whillans, A.V. (2020). "Overcoming Resource Scarcity: Consumers' Response to Gifts Intending to Save Time and Money." *Journal of the Association for Consumer Research* 5(4), 391–403. Special Issue on Scarcity and Consumer Decision Making. [\[link\]](#).
14. Whillans, A. V., Jordan, A. H., & Chen, F. S. (2020). The Upside to Feeling Worse Than Average (WTA): A Conceptual Framework to Understand When, How, and for Whom WTA Beliefs Have Long-Term Benefits. *Frontiers in Psychology*, 11, 642. [\[link\]](#).
15. Whillans, A.V., \*\*Lee-Yoon, A. & Dunn, E.W. (2020). The identifiable service provider effect: When guilt undermines consumer willingness to buy time. *Collabra: Psychology*. [\[link\]](#)
16. Whillans, A. V., Aknin, L. B., Ross, C. J., \*\*Chen, L., & Chen, F. S. (2020). Common variants of the oxytocin receptor gene do not predict the positive mood benefits of prosocial spending. *Emotion*. Impact factor: 3.04. [\[link\]](#).
17. \*\*Kristal, A., Whillans, A.V., Bazerman, M. Gino, F., Shu, L. Mazar, N. & Ariely, D. (2020). Signing at the beginning versus at the end does not decrease dishonesty. *Proceedings of the National Academy of Science*. Impact factor: 9.50. [\[link\]](#).
18. \*\*Kristal, A. & Whillans, A.V. (2020). What we can learn from five naturalistic field experiments that failed to shift commuter behavior. *Nature Human Behavior*. [\[link\]](#). Cover Story for February 2020.
19. Whillans, A. V. & \*Macchia, L. (2019). Leisure beliefs and the subjective well-being of nations. *The Journal of Positive Psychology*, 1-9. [\[link\]](#).
20. Whillans, A.V. \*\*Macchia, L. & Dunn, E.W. (2019). Valuing time predicts happiness after a life transition: A pre-registered longitudinal study of graduating students. *Science Advances*. Impact factor: 11.51. [\[link\]](#).
21. Whillans, A.V. & \*West, C. (accepted-in-principle). Alleviating time poverty among the working poor: A pre-registered longitudinal field experiment. *Nature Human Behavior*. [\[link\]](#).
22. Smeets, P., Whillans, A.V., Bekkers, R. & Norton, M.I. (2019). Time use and happiness of millionaires: Evidence from the Netherlands. *Social Psychological & Personality Science*. Impact factor: 2.63. [\[link\]](#).
23. Whillans, A.V. & Dunn, E.W. (2018). Agentic appeals increase charitable giving in an affluent sample of donors. *PLoS ONE*, 13(12), E0208392. Impact factor: 2.77. [\[link\]](#).
24. 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. [\[link\]](#).
25. \*\*Klaiber, P., Whillans, A.V., Chen, F. (2018) "Long-term Health Implications of Students' Friendship Formation During the Transition to University." *Applied Psychology: Health and Well-Being* 10(2), 290-308. [\[link\]](#).
26. \*\*Williams, A. L., \*\*Parks, A.C., \*\*Cormier, G., \*\*Stafford, J., Whillans, A.V. (2018). "Improving Resilience Among Employees High in Depression, Anxiety, and Workplace Distress." *International Journal of Management Research* 9(1-2). [\[link\]](#).
27. Whillans, A.V., Hope, S.E., Wylie, L.J., Zhao, B., Souza, M.J. (2018). "A Program to Improve Student Engagement at Research-Focused Universities." *Society for the Teaching of Psychology* 45(2), 172-178. [\[link\]](#).
28. \*\*Hofer, M., \*\*Collins, H., Whillans, A.V., & Chen, F.S (2018). Olfactory cues from partners and strangers moderate stress. *Journal of Personality & Social Psychology*, 114(1), 1-9. Impact factor: 5.73. [\[link\]](#).
29. Whillans, A.V., Chen, F. (2018). "Facebook Undermines the Social Belonging of First Year Students." *Personality and Individual Differences* 133, 13–16. [\[link\]](#).
30. Whillans, A.V. & Dunn, E.W. (2018). Valuing time over money is associated with greater social connection. *Journal of Social & Personal Relationships*. doi: 0265407518791322. Impact factor: 1.62. [\[link\]](#).
31. 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. Impact factor: 2.50. Altmetric score 651. In the top 5% of all research outputs scored by Altmetric. [[link](#)].
32. [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. Impact factor: 9.50. Altmetric score: 2159. This publication was listed in the 2017 top 100 scientific articles by Altmetric, indicating that this article was among the top 100 “most talked about” articles across all of science in 2017. This publication was listed as the Top #5 financial insights in 2017 by the New York Times. [[link](#)].
  33. [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. Impact factor: 2.16. Altmetric score: 530. In the top 5% of all research outputs scored by Altmetric. This publication was featured as an “Editor’s Choice” at *Science* in January 2017. [[link](#)].
  34. [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. (2016). Does volunteering causally improve well-being? A pre-registered longitudinal field experiment. *Comprehensive Results in Social Psychology*, 0, 1-16. Altmetric score 81. In the top 25% of research outputs scored by Altmetric. [[link](#)].
  35. [Whillans](#), A.V., \*\*Wispiński, N.J., & Dunn, E.W. (2016). Seeing wealth as a responsibility improves attitudes towards taxation. *Journal of Economic Behavior & Organization*, 127, 146-154. Impact factor: 1.32. Altmetric score: 81. In the top 25% of research outputs scored by Altmetric. [[link](#)].
  36. [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. Impact factor: 3.18. [[link](#)].
  37. [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. Impact factor: 2.63. Altmetric score: 442. In the top 5% of research outputs scored by Altmetric. Top 10 most read as of May 2018. “Top 10 Insights from the Science of a Meaningful Life in 2016” by Greater Good Science Center. [[link](#)].
  38. Human, L.J., [Whillans](#), A.V., Hoppmann, C., Klumb, P., Dickerson, S.S., and Dunn, E.W. (2015). "Finding the Middle Ground: Curvilinear Associations Between Positive Affect Variability and Daily Cortisol Profiles." *Emotion*, 15(6), 705–720. [[link](#)].
  39. [Whillans](#), A.V. & Dunn, E.W. (2015). Thinking about time as money decreases environmental behavior. *Organizational Behavior & Human Decision Processes*, 127, 44-52. Impact factor: 2.81. Top 20 ‘organizational behavioral insights’ from Stanford Graduate School of Business in 2018. [[link](#)].
  40. Aknin, L.B., Dunn, E.W., [Whillans](#), A.V., Grant, A.M., & Norton, M.I. (2013). Impact unlocks the emotional benefits of giving. *Journal of Economic Behavior & Organization*, 88, 90-95. Impact factor: 1.32. [[link](#)].

**Representative Manuscripts in Submission: (\* shared authorship, \*\*=undergraduate or graduate student)**

1. \*\*Blundon, H., \*\*Yoon, J. \*\*Kristal, A. & [Whillans](#), A.V. (Under 2<sup>nd</sup> Round Review). Asking for advice yields more critical, specific, and actionable input. *Management Science*.
2. [Whillans](#), A.V. \*\*Pow, J. & Norton, M.I. (Reject & Resubmit). Buying time promotes relationship satisfaction. *Journal of Personality & Social Psychology*.
3. \*\*Gonzalez, A. \*\*Macchia, L. & [Whillans](#), A.V. (Under Review). Origins of inequality perpetuation: Wealthy parents’ status attributions predict their children’s. *Child Development*.
4. \*\*Macchia, L. & [Whillans](#), A.V. (Invited Revision) When income inequality affects the generosity of high-income individuals worldwide: A multiverse approach. *Personality & Social Psychology Bulletin*.
5. [Whillans](#), A.V., \*\*Lee-Yoon, A. & \*Hur, J. (Under 2<sup>nd</sup> Round Review). Who is more useful? The impact of performance incentives on social activities. *Organizational Behavior & Human Decision Processes*.
6. \*\*Yemiscigil, A. [Whillans](#), A.V. & Powdthavee, N. (Under 2<sup>nd</sup> Round Review). Crisis or Opportunity? The Effects of Retirement on Sense of Purpose in Life. *Psychological Science*.
7. \*\*Yoon, J., Donnelly, G. & [Whillans](#), A.V. (Under 2<sup>nd</sup> Round Review). People overestimate the self-presentation costs of deadline extension requests. *Journal of Experimental Social Psychology*.

8. Whillans, A.V. \*\*Yoon, J. & O'Brien, E. (Under Review). Connecting the dots: Superordinate framing enhances the value of unimportant tasks. Target journal: *Journal of Experimental Psychology: Applied*.
9. Whillans, A.V. (Under Review). The monetization of non-salary benefits can shift employment preferences. *Management Science*.

### **Representative Working Papers (Manuscripts Available Upon Request):**

1. \*\*Aaon, B. \*\*Giurge, L. & Whillans, A.V. Toward a theory of subjective time. Target journal: *Academy of Management Review*. Best Paper Proceedings, Academy of Management Conference 2020.
2. Whillans, A.V., \*\*Yoon, J, \*\*Turek, A. & Donnelly, G. Women don't ask for more time: Extension request aversion predicts gender differences in burn-out.
3. Whillans, A.V. \*\*Yoon, J. & Donnelly, G. The psychological consequences of deadlines: A conceptual roadmap for guiding for future research.
4. \*\*Ward, G., \*\*Collins, H., Norton, M.I. & Whillans, A.V. (Under Review). The effect of stress on subjective well-being: The moderating role of work norms.

### **Representative Book Chapters, Consortium & Policy Papers, & Invited Submissions**

1. Kniffin, K. M., Narayanan, J., Anseel, F., Antonakis, J., Ashford, S. J., Bakker, A. B., ... & Creary, S. J. (2020). COVID-19 and the Workplace: Implications, Issues, and Insights for Future Research and Action. *American Psychologist*. [[link](#)].
  - a. Single most downloaded "Working Knowledge" paper at Harvard Business School in 2020.
2. Akinin, L. & Whillans, A.V. (2020). The link between helping and happiness: Policy and organizational implications. *Social Issues & Policy Review*. Impact factor: 8.94. [[link](#)].
3. Dunn, E.W. Whillans, A.V., Akinin, L.B. & Norton, M.I. (2020). Money as a tool for increasing subjective well-being. *Advances in Experimental Social Psychology*. Impact factor: 8.73. [[link](#)].
4. Akinin, L. Whillans, A.V., Norton, M.I. & Dunn, E.W. (2019). Happiness and prosocial behavior: An evaluation of the evidence. Chapter 4 in *United Nations World Happiness Report*. New York: Sustainable Development Solutions Network, 69-89. [[link](#)].
5. De Neve, J. E., ..., Whillans, A. V. (2019). Work and Well-being: A Global Perspective. *Chap. 5 in Global Happiness Policy Report*. New York: Global Happiness Council, 74-127. [[link](#)].
6. \*\*Lee-Yoon, A. & Whillans, A.V. Making seconds count: When valuing time promotes subjective well-being. *Current Opinion in Psychology*, 26, 54-57. [[link](#)].
7. De Neve, J. E., ..., Whillans, A. V. (2018). Employee Well-Being, Productivity, Firm Performance: Evidence Case Studies. *Global Happiness Policy Report*. New York: Global Happiness Council, 74-87. [[link](#)].
8. Mogilner, C. Whillans, A.V., & Norton, M.I. (2018). "Time, Money, & Subjective Well-being." Chapter for *Handbook of Well-being*. Salt Lake City: DEF Publishers. [[link](#)].
9. Ruggeri, K., Achterberg, J., Berkessel, J., Luna-Navarro, A., Jachimowicz, J.M., Whillans, A.V. (2018). Behavioral Insights for the Workplace. Chap. 9 in *Behavioral Insights for Public Policy: Concepts and Cases*. New York: Routledge. [[link](#)].
10. Whillans, A., & \*\*Lee, A. (2018). Trading cents for seconds: The development of a short scale to examine how people make trade-offs between time and money. London: SAGE Publications.

### **Representative Popular Press Articles:**

1. Whillans, A.V. DeBellis, E., Nidl, F. & Schlager, T. Robots Save us Time but Do They Make Us Happier? *Harvard Business Review*. [[link](#)].
2. Whillans, A.V. (2020). Time Confetti and the Broken Promise of Leisure. *Behavioral Scientist*. [[link](#)].
  - Behavioral Scientist's most popular article of 2020
3. Howe, L. Whillans, A.V. & Menges, J. (2020). How to (Actually) save time when you're working remotely. *Harvard Business Review*. [[link](#)].

4. [Whillans, A.V.](#), [\\*\\*Wilson, A.](#) & [Schalger, T.](#) (2020). It is OK to say no to social events during COVID. *Harvard Business Review*. [\[link\]](#).
5. [Whillans, A.V.](#) [\\*\\*Giurge, L.](#) [\\*\\*Macchia, L.](#) & [\\*\\*Yemiscigil, A.](#) Why a COVID-19 world feels both tiring and hopeful for students. *Harvard Business Review Ascend*. [\[link\]](#).
6. [Whillans, A.V.](#) & [\\*Donnelly, G.](#) (2020). “In this crisis, there’s a right way to give people financial gifts – and a wrong way.” *Wall Street Journal*. [\[link\]](#).
7. [Whillans, A.V.](#) & [\\*Sandstrom, G.](#) (2020). “Why you miss those casual friends so much.” *Harvard Business Review* (online). [\[link\]](#).
8. [\\*\\*Kristal, A.](#), [Whillans, A.V.](#), [Bazerman, M.](#), [Gino, F.](#), [Shu, L.](#), [Mazar, N.](#) & [Ariely, D.](#) (in press). When we’re wrong, it’s our responsibility as scientists to say so. *Scientific American*. [\[link\]](#).
9. [\\*\\*Kristal, A.](#) & [Whillans, A.V.](#) (2019, December). “Why it’s so hard to change people’s commuting behavior.” *Harvard Business Review* (online). [\[link\]](#).
10. [Whillans, A.V.](#) [\\*Giurge, L.](#), [\\*Newman, L.](#), & [\\*Blank, C.](#) (2019, November). “Getting your team to do more than meet deadlines.” *Harvard Business Review* (online). [\[link\]](#).
  - Featured as the HBR ‘Management Tip of the Day’ on December 18, 2019
11. [Whillans, A.V.](#) (2019, July). “Are new graduates happier making more money or having more time?” *Harvard Business Review* (online). [\[link\]](#).
12. [\\*\\*Williams, A.L.](#), [\\*\\*Parks, A.](#), & [Whillans, A.V.](#) (2019, April). “Can online tools help employees build resilience?” *Harvard Business Review* (online). [\[link\]](#).
13. [\\*\\*Yoon-J.](#), [Whillans, A.V.](#) & [Donnelly, G.](#) (2019, March). “Why we don’t ask for more time on deadlines (But probably should).” *Harvard Business Review* (online and in print). [\[link\]](#).
14. [Whillans, A. V.](#) (2019, Feb). “Big Ideas Feature: Time for happiness: Why the pursuit of money isn’t bringing you joy -- and what will.” *Harvard Business Review* (online feature). [\[link\]](#).
  - Read 650,000+. *One of the most popular Harvard Business Review articles at HBR.org.*
  - Published as the August-September *Harvard Business Review* cover story in France (print).
15. [Whillans, A.V.](#) (2018, Dec). “Spending too much time on your phone? Behavioral science has an app for that.” *The Conversation*. Selected republications: *Daily Mail, FastCompany, Marketwatch*. [\[link\]](#).
16. [Whillans, A.V.](#) & [Devine, H.](#) (2018, Sep). “From PhD. to Policy: Facilitating conversations between junior scholars and policymakers.” *Behavioral Scientist*. [\[link\]](#).
17. [Whillans, A.V.](#), [Mogilner, C.](#), & [Norton, M.I.](#) (2018). “The scientifically proven best ways to spend time if you want to be happy.” *Quartz at Work*. [\[link\]](#).
18. [Blank, C.](#) & [Whillans, A.V.](#) (2018). “Why you need a Chief Behavioral Officer.” *The Observer*. [\[link\]](#).
19. [Whillans, A.V.](#) & [Chen, F.S.](#) (2017). “Keeping score of friends on Facebook may be harmful for your health.” *The Conversation*. Selected republications: *The LA Times, World Economic Forum*. [\[link\]](#).
20. [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. [\[link\]](#).
21. [Whillans, A.V.](#), [Dunn, E.W.](#) & [Norton, M.I.](#) (2017). “If you want to feel better, spend money on saving time.” *Wall Street Journal*. [\[link\]](#).
22. [Whillans, A.V.](#) & [Dunn, E.W.](#) (2017). “Want to be happier? Buy yourself more free time.” *The LA Times*. [\[link\]](#).
23. [Whillans, A.V.](#), [Dunn, E. W.](#), & [Caruso E.](#) (2017, May). How to get the wealthy to donate. *New York Times*. [\[link\]](#).
24. [Whillans, A.V.](#) (2016, Dec). Does being wealthy make you more charitable? *The Conversation*. [\[link\]](#).
25. [Dunn, E.W.](#) & [Whillans, A.V.](#) (2015). “Give, if you know what’s good for you.” *New York Times*. [\[link\]](#).
26. [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* [\[link\]](#).

## Teaching Materials:



1. Whillans, A.V. & Polzer, J. (in press). “Applied: Using Behavioral Science to Debias Hiring.” *Harvard Business School Case*. Taught: People Analytics: HBS EC 2021.
2. Montgomery, C. & Whillans, A.V. (in press). “A Challenging Restructuring at France Telecom (Cases A-C).” *Harvard Business School Case*. Taught: Motivation and Incentives: HBS EC 2021.
3. Whillans, A.V. & O’Flaherty (2020). “The What Works Center: Using Behavioral Science to Improve Social Worker Well-being (Cases A-B).” *Harvard Business School Case*. [[Link](#)]. Taught Motivation and Incentives: HBS EC 2020-2021.
  - “The What Works Center: Using Behavioral Science to Improve Social Worker Well-being (A) and (B).” *Harvard Business School Teaching Note*. [Available by Request].
4. Whillans, A.V. & Beshears, J. (2020). “Social Salary Setting at Spiber.” *Harvard Business School Case*. Taught: Motivation and Incentives: HBS EC 2020-2021. [[link](#)].
  - “Social Salary Setting at Spiber.” *Harvard Business School Teaching Note*. [Available by Request].
5. Whillans, A.V. Cekin, E. & Thapar, A. (2020). “Ureed: The Marketplace for Language.” *Harvard Business School Case*. To be taught: Motivation and Incentives: HBS EC 2021. [[link](#)].
  - “Ureed: The Marketplace for Language.” *Harvard Business School Teaching Note*. [Available by Request].
6. Whillans, A.V. & Goldenberg, L. (2020): “To Prioritize Money or Time? The P-Mot Exercise.” *Harvard Business School Teaching Exercise*. Taught: Executive Education: HBS 2020. Michigan Ross School of Business 2020. [[link](#)].
  - “To Prioritize Money or Time? The P-Mot Exercise.” *Harvard Business School Teaching Note*. [Available by Request].
7. Hall, B., Pierce, L., & Whillans, A.V. (2020). “Maritz Automotive.” *Harvard Business School Case*. Taught: Motivation and Incentives: HBS EC 2020-2021.
  - “Maritz Automotive.” *Harvard Business School Teaching Note*. [Available by Request].
8. Montgomery, C., Whillans, A. & Migdal, A. (working draft available). “From Weight Watchers to WW: Reimagining a Wellness Company.” *Harvard Business School Case*.

### Representative Practitioner Papers:

1. Whillans, A.V. (in press). Time Smart Leadership. *Leader to Leader*.
2. Thibault Landry, A & Whillans, A. (2019). Using Self-Determination Theory to understand why reward satisfaction matters for workers around the world. *Compensation & Benefits Review*. [[link](#)].
3. Thibault Landry, A., Schweyer, A., & Whillans, A.V. (2018). Winning the war for talent: Modern motivational methods for attracting and retaining employees. *Compensation & Benefits Review*, 49(4), 230-246. Almetric Score: 130. In the top 25% of all research outputs scored by *Almetric*. Featured in *HBS Working Knowledge*, *Forbes*, *Washington Post*. Disseminated to 1,000+ C-suite executives. [[link](#)].
4. Whillans, A.V. (2016). “A brief introduction to the science of fundraising.” *White Paper, Council for Advancement & Support of Education (CASE)*. [[link](#)].

### Representative Long-Term Research Projects in Progress:

1. *Developing an incentive compatible measure of the value of time* (w/ Saika Belal)
2. *How technology alleviates time poverty among working poor women in India* (w/ One Prosper)
3. *Communication, collaboration & leadership in a virtual workplace* (w/ Leslie Perlow & Jeff Polzer)
4. *Using field experiments to improve the well-being of social workers* (with Michael Sanders)
5. *Understanding when friction encourages commitment* (with Holly Dykstra & Shibeal O’Flaherty)

### INVITED ACADEMIC TALKS (\*online due to COVID)

- |                 |   |
|-----------------|---|
| 2021, March*    | Behavioral Economics Seminar, City University of London               |
| 2021, February* | Center for Health and Happiness, Harvard Chan School of Public Health |

2021, January*	Behavioral Science Seminar, London School of Economics
2020, December*	Chan School of Public Health, Harvard University
2020, November*	Department of Marketing, West Virginia University
2020, November*	Behavioral Insights Group, Harvard Kennedy School
2020, November*	Global Public Health Seminar, Boston University
2020, November*	Marketing Seminar, University of Texas at Austin
2020, November*	School of Management, Rotman Business School, University of Toronto
2019, October*	Organizational Behavior, Stanford Business School
2020, October*	Behavioral Science for Social Good, Wharton School of Business
2020, October*	Behavioral Science Seminar, UC Berkeley Haas School of Management
2020, October*	Virtual Colloquium, Georgia Tech Department of Psychology
2020, April*	Behavioral Insights Group, Harvard Kennedy School of Public Policy
2020, January*	SHINE Program, School of Public Health, Harvard University
2019, March*	Department of Marketing & Logistics, Fisher College, Ohio State University
2019, February*	Mendoza College of Business, University of Notre Dame
2019, January*	School of Population & Public Health, Harvard University
2019, December	Mind Brain & Behavior Initiative, Harvard University
2019, December	Department of Management & Organizations, University of Zurich
2019, November	Department of Psychology, Baylor University
2019, November	Department of Marketing, Yale School of Management
2019, October	Organizational Behavior, Michigan Ross School of Management
2019, September	Behavioral Exchange 2019, London, UK
2019, June	Organizational Behavior, Católica-Lisbon University
2019, May	Duck Conference on Social Cognition, Purdue University
2019, May	University of British Columbia ( <i>Srivastava Distinguished Keynote Speaker</i> )
2019, May	Neiman Program in Journalism, Harvard University
2019, April	SHINE Program, School of Public Health, Harvard
2019, April	Program on Negotiations, Harvard Kennedy School
2018, October	Management Division, Northwestern University
2018, October	Behavioral Decision Making Seminar, Cornell University
2018, June	Economics of Wellbeing Seminar Series, Warwick Business School ( <i>2 lectures, IAREP/SABE Designated Keynote Speaker</i> )
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 Program, 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:

1. Whillans, A.V., \*Roberts, J. & \*Sherlock, J. (2020). Applying behavioral insights to transportation demand management: An update and all for future directions. Symposium co-organizer and symposium speaker at the Association for Transportation Research, New York, NY.
2. Whillans, A.V., \*Roberts, J. & \*Sherlock, J. (2020). Nudging the commute: Applying behavioral insights to transportation demand management. Symposium co-organizer and symposium speaker at Transportation Research Board Conference, Washington, DC.
3. Whillans, A.V. & \*Park, L.E. (2019). New insights into the psychology of happiness. Symposium co-organizer and symposium speaker at the Society for Experimental Social Psychology, Toronto, CA.
4. Whillans, A.V. & \*Hur, J. (2019). The unintended consequences of financial incentives. Symposium Co-Chair and Speaker at the Academy of Management, Boston MA. *Featured Symposium, HR Division*.
5. \*\*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.
6. Whillans, A.V. & \*Park, L.E. (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.
7. Whillans, A.V. & Chen, F.S. (2018). From making friends—to matters of life and death—Social comparisons critically shape relationships and health. Symposium Co-organizer and symposium speaker at the Annual Conference of the Association for Psychological Science, San Diego, CA.
8. 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)

1. Whillans, A.V. & \*\*West, C. (2021). Alleviating time poverty among the working poor. Talk presented at the Intervention Preconference at the Society for Personality and Social Psychology.
2. \*\*Yoon, J., \*\*Blunden, H.H., \*\*Kristal, A. & Whillans, A.V. (2021). Asking for advice yields more critical, specific, and actionable input. Talk to be presented at the Society for Judgement & Decision Making.
3. \*\*Kristal, A., Whillans, A.V., Bazerman, M. Gino, F., Shu, L. Mazar, N. & Ariely, D. (2021). Signing at the beginning versus at the end does not decrease dishonesty. Talk presented at the Society for Judgement & Decision Making.
4. Whillans, A.V. \*\*Ward, G. \*\*Collins, H. & Norton, M.I. (2021). The effect of stress on well-being: The moderating role of social norms. Talk presented at the Society for Personality & Social Psychology.
5. \*\*Macchia, L., Gonzalez, A. & Whillans, A.V. (2021). Origins of inequality perpetuation: Parents' status attributions predict their children's. Talk to be presented at the Society for Personality & Social Psychology.
6. \*\*West, C. & Whillans, A.V. (2021). Alleviating time poverty among the working poor. Talk presented at the Society for Personality & Social Psychology.
7. DeBellis, E. Schalger, T. & Whillans, A.V. (2020). Autonomous Products Increase Consumer Happiness by Reducing Time Stress. Talk to be presented at the Association for Consumer Research.
8. Whillans, A.V. (2020). Nudging the Commute: Behaviorally Informed Interventions to Shift Transportation Decisions. Talk presented at the Behavioral Science & Policy Association.
9. \*\*Aeon, B., \*\*Giurge, L. & Whillans (2020). Toward a Theory of Subjective Time. Paper to be presented at the Academy of Management. Nominated for a "Best Paper" Award.

10. \*\*Yoon, J., Donnelly, G. & Whillans (2020). Trapped in Time: Women's Avoidance of Extension Requests Contributes to the Gender Gap in Time Stress. Paper to be presented at the Academy of Management.
11. Whillans, A.V. & West, C. (2020). Time-saving vouchers as a tool to alleviate the psychological burdens of poverty among working poor women. Paper to be presented at the American Economics Association, San Diego, CA. Session on Cash Transfers, Women, and Families (International Perspectives).
12. Bekkers, R., Whillans, A.V. Smeets, P. & Norton, M.I. (2019). The joy of giving: Evidence from a matching experiment with millionaires. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Activities (ARNOVA), San Diego, CA. \*Nominated for a Best Paper Award.
13. \*\*Proulx, J., Whillans, A.V., Helliwell, J., Macchia, L., Akin, L. (2020). Encouraging financial generosity among kids and parents through schools and sports teams. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Activities (ARNOVA), San Diego, CA.
14. Whillans, A.V., \*\*Proulx, J., Bryan, C., & Dunn, E.W. (2020). Encouraging financial generosity among kids and parents through active discussion. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Activities (ARNOVA), San Diego, CA.
15. Whillans, A.V., \*\*O'Flarety, S., \*\*Kristal, A., \*\*Dykstra, H. (2019). Using behavioral insights to nudge greener, happier and healthier commutes. Paper presented at the Behavioral Insights into Business for Social Good Conference, Vancouver, Canada.
16. \*\*Yoon, J., \*\*Blunden, H.H., \*\*Kristal, A. & Whillans, A.V. (2019). Asking for advice yields more critical, specific, and actionable input. Paper presented at Academy of Management, Boston MA.
17. Gonzalez, A.M. & Whillans, A.V. (2019). Origins of inequality perpetuation: Wealthy parents' status attributions predict their children's. Paper presented at the Society for the Psychological Study of Social Issues. San Diego, CA.
18. \*\*Yoon-J., Donnelly, G. & Whillans, A.V. It doesn't hurt to ask for more time: Employees overestimate the interpersonal costs of extension requests. Paper presented at Academy of Management, Boston, MA.
19. Whillans, A.V., Chen, F.S., & Shankar, H. (2019). From social misperceptions to improved health and happiness. Paper presented at the Society for Personality & Social Psychology, Portland, OR.
20. Gonzalez, A.M. & Whillans, A.V. (2019). Origins of inequality perpetuation: Wealthy parents' status attributions predict their children's. Paper presented at the Northwest Conference of Social Cognitive Development. San Juan Island, WA.
21. Bekkers, R., Whillans, A.V. Smeets, P. & Norton, M.I. (2019). The joy of giving: Evidence from a matching experiment with millionaires. Paper presented at the American Economic Association, Atlanta, GA.
22. 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.
23. 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.
24. \*\*Lee-Yoon, A., Hur, J., & Whillans, A.V. (2018). How pay for performance incentives shape social interactions. Paper presented at the Academy of Management, Chicago, IL.
25. 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.
26. Whillans, A.V. & Jachimowicz (2018). Passionate employees can have it all: Passion lowers time stress by enhancing goal integration. Paper presented at Academy of Management, Chicago, IL.
27. \*\*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.
28. 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.
29. Whillans, A.V. & \*\*Lee-Yoon, A. (2018). Valuing time over money promotes social connection. Paper presented at the Annual Conference of the Association for Psychological Science, San Diego, CA.

30. 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.
31. 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.
32. 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
33. 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.
34. 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.
35. 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.
36. 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.
37. 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.
38. 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.
39. 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 Panels, Public Lectures & Policy Schools Facilitated:**

1. \*Keynote, Minnesota Conference for Transportation (2021).
2. \*Speaker, "Trust & Time Poverty at Work" LinkedIn Live (2021).
3. \*Speaker, "Weird Careers in Transportation" WTS Webinar (2021).
4. \*Speaker, "How to Reclaim Your Time" Harvard Extension Alumni Association (2021).
5. \*Speaker, Edelman LinkedIn Live Presentation on "Building Back Better" (2021).
6. \*Speaker, Harvard University Continuing Education Talk on Time Management (2021).
7. \*Speaker, "Behavioral Insights Group Alumni Talk on Time Management" (2020).
8. \*Speaker, "Alumni Affairs Association at Harvard University" (2020).
9. \*Speaker, "Being Time-Smart during COVID" HKS New England Alumni Association (2020).
10. \*Speaker, "LinkedIn News Live Talk on Time Management" (2020).
11. \*Speaker, "Reclaim your Time and Live a Happier Life" Harvard Alumni Real Estate Board (2020).
12. \*Speaker, "Future of Work Series with Samsung CEO Taher Behbehani" (2020).
13. \*Speaker, "Eno Center for Transportation: Behavioral Science Strategies for Working from Home" (2020).
14. \*Speaker, "Eno Center for Transportation: Applying Behavioral Science to Transportation" (2020).
15. \*Speaker "Inspire Series with Mindy Grossman at Weight Watchers Reimagined" (2020).
16. \*Speaker, "Samsung: Q&A on Time, Money and Happiness with CEO Young Hoon" (2020).
17. \*Speaker, "Experiments in Government" HKS Behavioral Insights Group PhD Conference (2020).
18. \*Speaker, "Eno Policy Center: Using Behavioral Science During the COVID Crisis, DC (2020).
19. \*Speaker, "Alleviating Time Poverty & Well-being," Behavioral Insights Team, UK (2020).
20. \*Speaker, "Nudging the Commute," Ideas42 & the Mayors Innovation Project, New York (2020).
21. \*Speaker, "Financial Well-being," Harvard Star Lab & Stanford CASBS Event (2020).
22. \*Speaker, "Publishing Policy-Relevant Null Results," DC Lab (2020).
23. \*Speaker, "Corporate Well-being During COVID," Edelman Virtual Seminar (2020).
24. Speaker, "The Future of Autonomous Products," HEC Lausanne Alumni Club, New York, NY (2020).
25. Speaker, "Behavioral Science and Transportation," Center for Advanced Hindsight, Durham, NC (2020).
26. Speaker, WorldMinds Conference, Zurich, Switzerland (2019).
27. Speaker, Chicago Innovation Labs, Field Experiments in Industry, Edelman, Chicago, IL (2019).

28. Speaker, Rare.org, College Campus Sustainability Challenge, Dickinson College, Carlisle, PA (2019).
29. Speaker, Field Experiments, Behavioral Exchange (BX), Harvard Kennedy School, Boston, MA (2019).
30. Workshop Coordinator and Speaker, Association for Commuting & Transportation Annual Conference, New York City, “Bringing Behavioral Science to TDM” (2019).
31. Panelist, Commentary on the USA Giving Report, Barnes Foundation, Philadelphia, PA (2019).
32. Speaker, Time, Money, and Happiness, TedX Cambridge (2019).
33. Panelist, Wharton People Analytics Conference, University of Pennsylvania (2019).
34. Panelist, Health and happiness in policy and practice across the globe: The role of science and evidence, Chan Centre for Public Health, Harvard University, Cambridge. MA (2019).
35. Speaker and workshop facilitator, Using Behavioral Science to Promote Sustainable Transportation in US Cities, Rare.org, Washington, DC (2019).
36. Speaker, Workforce and Wellbeing Strategy, North America Institute, Washington, DC (2019).
37. Facilitator, Time Affluence in Organizations, Defense Health Authority, United States Federal Government, Pentagon, Washington, DC (2019).
38. Keynote, Canadian Graduate Studies Asscn., Distinguished Dissertation Lecture, Winnipeg, CA. (2019).
39. Panelist & Moderator, building connections between academics and policy makers. British Columbia Science & Policy Conference, Vancouver, BC (2018).
40. Speaker, Corporate field experiments,” 2018 Employee Engagement Awards, Chicago, IL (2018).
41. Panelist, Behavioral Insights Group, BIG Difference in Canada Conference, Sauder School of Business, University of British Columbia, Vancouver, BC (2018).
42. Panelist, Generosity and the Bottom Line, Ideas42, New York, NY (2018).
43. Moderator, Behavioral Insights in Canada Conference, Victoria, BC (2018).
44. Webinar speaker, “Understanding Today’s Job Seeker” Appcast Seminar for Job Seekers (2018).
45. Keynote, “Government innovation in a multigenerational workforce.” Innovation Institute, Durham Regional Government, Ontario, Canada (2018).
46. Keynote, “What Do People Want – Cash or Something Else?” Appcast Conference, Minneapolis, MN (2017).
47. Moderator, “What behavior economics can teach us about travel management,” Global Business Travel Association, Boston, MA. Panelists: Trip Actions, Rocketrip, Google (2017).
48. Speaker, Creating and collaborating on a global employee engagement model,” Employee Engagement Conference Awards, Chicago, IL (2017).
49. Keynote, The Science of Employee Engagement, CHRO Leadership Summit, Chicago, IL (2017).
50. Keynote, “Engaged scholarship, an engaged career: Reaching beyond academia.” The Canadian Congress of Humanities and Social Sciences, Toronto, CA (2017).
51. Keynote, “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 (2017).
52. Speaker, “Encouraging charitable giving for public sector employees: Quasi-experimental and experimental evidence.” Public Service Agency, BC Government, Victoria, BC (2017).
53. Invited attendee. Governor General’s Day of Charitable Giving, Ottawa, Rideau Hall (2017).
54. Policy School Facilitator, “Incorporating behavioral insights in government.” Public Service, BC Provincial Government, Victoria, BC (2016).
55. Keynote, “Simple strategies to improve happiness and reduce work stress.” The Provincial Court of Canada’s Judicial Education Committee (2016).
56. Keynote, “Encouraging sustainability in the workplace.” Green Streets Initiative Annual Kick-off Event, State House, Boston, MA (2016).
57. Speaker, “Does money buy happiness? If you buy better time.” Happy Show, Happy Hour Speaker Series, Museum of Vancouver, Vancouver, CA (2016).
58. Keynote, Multidisciplinary Undergraduate Research Conference, University of British Columbia (2012,15).
59. Keynote and event host, “The importance of student scholarships.” Wesbrook Scholar Event (2012, 15).

60. Speaker and event host, “President’s annual review.” University of British Columbia (2012).
61. Keynote, “The benefits of generosity.” President Fireside Chat Series, University of British Columbia (2012).

### **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, 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):**

- CNBC (2021, February). “Harvard professor: 5 activities can increase your happiness fast, and they’re free”  
<https://www.cnbc.com/2021/02/02/harvard-professor-5-activities-can-increase-your-happiness-fast-and-theyre-free.html>
- Forbes (2021, February). “Want To Be Happier? Make More Free Time”  
<https://www.forbes.com/sites/hbsworkingknowledge/2021/02/05/want-to-be-happier-make-more-free-time/?sh=1ebdccc5c0d>
- BBC (2021, January). “What’s the best plan for a radical new workday?”  
<https://www.bbc.com/worklife/article/20210113-whats-the-best-plan-for-a-radical-new-workday>
- Washington Post (2020, December). “Six ways your office will be different in 2021, assuming you ever go back to it.” <https://www.washingtonpost.com/road-to-recovery/2021/01/03/rtr-officetrends/>
- NBC (2020, December). “Quick free ways to feel happier.” <https://grow.acorns.com/harvard-business-school-prof-quick-free-ways-to-feel-happier/>
- Bloomberg (2020, December). “Can you afford to take time off.”  
<https://www.bloomberg.com/opinion/articles/2020-12-18/personal-finance-can-you-afford-to-take-time-off>
- Harvard Business Week (2020, December). “10 most popular stories of 2020.” <https://hbswk.hbs.edu/item/10-most-popular-stories-of-2020>
- Business Insider (2020, December). “Harvard professor predicts rise of 3-2-2 workweek.”  
<https://www.businessinsider.com/harvard-professor-predicts-rise-of-3-2-2-workweek-2020-12>
- Behavioral Scientist (2020, December). “Most read behavioral science articles of 2020.”  
<https://behavioralscientist.org/most-read-behavioral-science-articles-of-2020/>
- Harvard Business Review (2020, December). “Is it hard to give feedback virtually?”  
<https://hbr.org/podcast/2020/11/remote-feedback>
- CBC Spark (2020, November). “You can become more time smart by changing one habit at a time.”  
<https://www.cbc.ca/radio/spark/you-can-become-more-time-smart-by-changing-one-small-habit-at-a-time-says-author-1.5792266>
- New York Times (2020, October). “Don’t work on your party laptop or party on your work laptop.”  
<https://www.nytimes.com/2020/10/23/smarter-living/what-not-to-do-work-computer.html>
- Globe & Mail (2020, October). “You have to choose. Do you value money or time?”  
<https://www.theglobeandmail.com/business/careers/management/article-you-have-to-choose-do-you-value-time-or-money/>
- Your Working Life (2020, October). Podcast. <https://carolinedowdhiggins.com/your-working-life-with-ashley-whillans/>
- Reuters (2020, October). “What is stealing your time in 2020 and how to get it back.”  
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- Daily Mail UK (2015, Dec), “Why being generous could save your life: Donating money or buying gifts for others can lower blood pressure as much as medication.” <http://www.dailymail.co.uk/health/article-3379040/Why-generous-save-life-Donating-money-buying-gifts-loved-ones-lower-blood-pressure-medication.html>

## AFFILIATIONS

American Psychological Society, Association for Consumer Psychology, Academy of Management, The Behavioral Scientist (*Founding Columnist*), Canadian Psychological Association, Center for Advanced Hindsight (*Academic Partner*), Center for Well-being (*Academic Partner*), Charitable Impact Foundation (*Academic Partner*), Four-Day Workweek Foundation (*Academic Advisor Board Member*) Incentives Research Foundation (*Academic Advisor*), The Life You Can Save (*Advisory Board Member*), Martiz

(*Academic Partner*), OC Tanner (*Academic Partner*), Psi Chi Honors Society in Psychology, Society for Personality & Social Psychology, Society for Judgment & Decision Making, World Happiness Council.

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

- 2020-2021            **Co-Instructor of Record**, Motivation and Incentives  
Harvard Business School (*ongoing*)
- 2019-2020            **Guest Instructor**, Changing the Game Negotiation & Decision-making  
Harvard Business School (8 sessions)  
Executive Education Program  
Overall Teaching Evaluation: 4.70/5.00  
Overall Course Evaluation: 4.80/5.00
- Instructor of Record**, PhD Course in Micro-Organizational Behavior  
Harvard Business School  
Overall Teaching Evaluation: 4.70/5.00  
Guest Lecturer: Psychology “Pro-seminar” led by Prof. Dan Gilbert
- 2018-2019            **Instructor of Record**, Negotiations  
Harvard Business School  
Overall Teaching Evaluation: 5.80/7.00  
                         Section 1: 6.00/7.00  
                         Section 2: 5.60/7.00  
Overall Course Evaluation Average: 5.40/7.00
- 2017-2018            **Instructor of Record**, Negotiations  
Harvard Business School  
Overall Teaching Evaluation: 5.31/7.00  
Overall Course Evaluation Average: 5.40/7.00
- 2016-2017            **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** (*more detail available upon request*)

2020-ongoing Supervising 2 Harvard undergraduate thesis students  
Supervisor of 3 HBS PhD students (Ariella Kristal, Jeff  
Steiner, Liz Johnson) (*Jaewon Yoon graduated*).

2019-2020 Supervising 3 Harvard undergraduate thesis students  
Supervisor of 3 HBS PhD students (Jaewon Yoon, Ariella  
Kristal, Jeff Steiner)  
PhD Committee Member: Serena Hagerty

2018-2019 Supervising 5 Harvard undergraduate thesis students  
Supervisor of 3 HBS PhD students (Jaewon Yoon, Ariella  
Kristal, Jeff Steiner)

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**

### **Editorial Board:**

*Compensation and Benefits Review (July 2017-ongoing)*  
*Organizational Behavior & Human Decision Processes (July 2020-ongoing)*

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

*Academy of Management Journal*  
*American Economic Review*  
*Applied Psychology: Health and Well-Being*  
*Basic & Applied Social Psychology*  
*Behavioral Science & Policy Association*  
*Current Psychology*  
*Cyberpsychology*  
*Emotion*  
*Group Decision & Negotiation*  
*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 Economic Psychology*  
*Journal of Experimental Social Psychology*  
*Journal of Social & Personal Relationships*  
*Management Science*  
*Nature Human Behavior*  
*Perspectives on Psychological Science*  
*Personality and Social Psychology Bulletin*  
*Psychological Science*  
*Proceedings of the National Academy of Science*  
*Self & Identity*  
*Social Science Research*  
*Social Psychology*  
*Social Psychological & Personality Science*  
*Time & Society*  
*The Journal of General Psychology*

### **Other Service:**

2020-2022 Task Force Member, COVID & Well-being, The Lancet  
 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 Kennedy School/Harvard Business School:**

- 2020-21 Faculty Organization, PhD Behavioral Insights Group Conference, Harvard Kennedy School of Public Policy (co-organizer with Julian Zlatev & Jon Jachimowicz)  
Faculty Coach, Building Behavioral Design Teams for Public Good, Harvard Kennedy School of Public Policy (co-coach with Michael Norton, Todd Rogers & Cass Sunstein)  
Student Selected Guest Speaker, One Year Reunion, HBS MBA Program  
Guest Speaker, Leadership & Decision Making Executive Education Program  
Committee Member, Degree Program for Doctor of Philosophy in Organizational Behavior
- 2019-20 Exam Adjudicator, Qualifying Exams, Doctor of Philosophy in Organizational Behavior  
Committee Member, Degree Program for Doctor of Philosophy in Organizational Behavior  
Advisor, MBA Independent Studies in Well-being (Qian Zhang)  
Advisor, Student Sustainability Associates (Advising 5 MBA Representatives)  
Guest Speaker, Atlanta Harvard Business School Alumni Club  
Guest Speaker, Chicago Harvard Business School Alumni Club  
Guest Lecturer, Leadership & Development Executive Education Course  
Panelist, Behavior & Environment Initiative Annual Executive Retreat  
Panelist, Behavioral Economics Executive Education Program  
Co-coordinator, Negotiations, Organizations & Markets Seminar Series
- 2018-19 Instructor, Behavioral Insights Group Doctoral Consortium (“Methods”)  
Instructor, MBA Alumni Event (“Kids Negotiation Exercise”)  
Instructor, MBA Bridges Program (“Time affluence and happiness”)  
Member, Policy and Admissions Committee, Organizational Behavior  
Panelist, Women in Business Association, Work-life Balance Panel  
Advisor, MBA Independent Studies in Social/Health (Grace Feenstra)  
Co-coordinator, Managerial Behavioral Decision Making Conference  
Researcher, Mayor’s Innovation Program, Harvard Kennedy School
- 2017-18 Member, Policy and Admissions Committee, Organizational Behavior  
Advisor, MBA Independent Studies in Social Enterprise (Jordan Richard Craven)  
Guest Speaker, New York Harvard Business School Alumni Club  
Participant, Behavioral Insights Group Mayors Innovation Project  
Committee Member, Behavioral Decision Research in Management Conference  
Committee Member, Micro-Organizational Behavior PhD Admissions  
Participant, Behavioral Insights Group Doctoral Consortium

**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:

- 2020 *Academic Partner, Center for Advanced Hindsight (ongoing)*  
Conducting experiments encouraging sustainable commuting and remote work
- Academic Collaborator, Lancet COVID Commission*  
COVID-19 Commission Task Force on Mental Health & Well-being
- 2019 *Academic Advisor, 4 Day Work Week (ongoing)*  
Conducting experiments and assisting 4 Day Work Week Initiative with conducting research on the benefit of shortened workdays for employee productivity
- 2018 *Senior Advisor, Edelman (ongoing)*  
Conducting behavioral science experiments and assisting Edelman with including behavioral economics principles into client strategy.
- 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
- 2014 *Advisory Board, The Life You Can Save*  
Created messaging campaigns to encourage effective altruism. Conducted research to inform the design of these campaigns