



**Zoë B. Cullen**

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Harvard Business School  
Boston, MA 02163  
(617) 495-1867

**EDUCATION**

- 2016            Ph.D., Economics, Stanford University  
Dissertation:    Essays in Firms, Labor and Technology  
Committee:     Luigi Pistaferri (chair)  
                      Gavin Wright (chair)  
                      Ran Abramitzky  
                      Susan Athey
- 2006            B.A., Economics with high honors, Yale University

**HARVARD UNIVERSITY**

**Appointments**

2018 – present Assistant Professor of Business Administration

**Teaching**

- 2023 – present Negotiations, MBA Elective Curriculum  
2019 – 2020    The Entrepreneurial Manager, MBA Required Curriculum  
2018 – present Theoretical and Empirical Perspectives on Entrepreneurship, Guest Lecturer PhD Course  
2018 – present Launching New Ventures, Guest Lecturer Executive Education Course

**WORK EXPERIENCE**

- 2018 – 2019    Research Consultant, Microsoft Research Labs New England  
2016 – 2018    Chief Economist, South East Asian Bank<sup>1</sup>  
2006 – 2009    Mt. Sinai Humanities and Medicine Program / RAND (M.D./Ph.D. program)

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<sup>1</sup> The identity of this bank has been concealed to honor research collaboration terms

## **AFFILIATIONS**

2021 – present NBER Research Affiliate, Labor Studies

2020 – present Associate Editor, *Journal of Political Economy*

## **SCHOLARSHIPS, HONORS AND GRANTS**

2024 – 2025 Alfred P. Sloan Fellowship

2023 NSF Award (\$368,490) “Information Frictions, Pay, and Pay Equity” (with Perez-Truglia)

2021 Excellence in Refereeing Award, *American Economic Review*

2019 Exemplary Applied Modeling Paper EC’19

2015 – 2016 Center of Comparative Studies in Race and Ethnicity Fellowship (Stanford University)

2013 – 2014 E2A Research Challenge, UC Berkeley CEGA

2005 – 2008 Humanities in Medicine M.D. Program, Mount Sinai, New York

2006 Rhodes Finalist

2005 – 2006 Phi Beta Kappa

## **PUBLICATIONS**

### **Journal Articles**

“Is Pay Transparency Good?” *Journal of Economic Perspectives* 38:1 (2024) 153-180

Cullen, Zoë, and Bobak Pakzad-Hurson. “Equilibrium Effects of Pay Transparency.” *Econometrica* 91:3 (2023) 756-111 (Lead article)

Cullen, Zoë, and Ricardo Perez-Truglia. “The Old Boy’s Club: Schmoozing and the Gender Gap.” *American Economic Review* 113:7 (2023) 1703-1740 (Lead article)

Cullen, Zoë, Will Dobbie, and Mitch Hoffman. “Increasing Demand for Workers with Criminal Background.” *Quarterly Journal of Economics* 138:1, (2023) 103-150

Cullen, Zoë, and Ricardo Perez-Truglia. “The Salary Taboo: Privacy Norms and the Diffusion of Information.” *Journal of Public Economics* 222 (2023) 104890

Cullen, Zoë, and Ricardo Perez-Truglia. “How Much Does Your Boss Make? The Effects of Salary Comparisons.” *Journal of Political Economy* 130:3 (2022) 766-822

Balla-Elliott, Dylan and Zoë Cullen, Edward L. Glaeser, Michael Luca, and Christopher Stanton. “Business Reopening Decisions and Demand Forecasts During the COVID 19 Pandemic.” *Journal of Policy Analysis and Management* 41:1 (2021)

Cullen, Zoë, and Chiara Farronato. “Outsourcing Tasks Online: Matching Supply and Demand on Internet Platforms.” *Management Science* 67:7 (2021) (Featured article)

Bartik, Alex and Marianne Bertrand, Zoë Cullen, Edward L. Glaeser, Michael Luca, and Christopher Stanton. “The Impact of COVID-19 on Small Business Outcomes and Expectations.” *Proceedings of the National Academy of Sciences* 117:3 (2020)

Cullen, Zoë, Leemore S. Dafny, Yin Wei Soon, and Christopher T. Stanton. "How Has COVID-19 Affected Health Insurance Offered by Small Business in the U.S.? Early Evidence from a Survey." *New England Journal of Medicine* (2020)

### **Other Publications**

"Why Your Organization Should Use Salary Benchmarking" (with Shengwu Li, Ricardo Perez-Truglia, Annemarie Schaefer, and Brent Weiss). *Harvard Business Review*, October 10, 2023.

"Study: How Schmoozing Helps Men Get Ahead" (with Ricardo Perez-Truglia). *Harvard Business Review*, January 29, 2020.

"The Motivating (and Demotivating) Effects of Learning Others' Salaries" (with Ricardo Perez-Truglia). *Harvard Business Review*, October 25, 2018.

### **WORKING PAPERS**

Cullen, Zoë, Rembrand Koning, and Lamar Pierce. "Experiments in Firms." Book chapter in *Handbook of Experimental Methods in Social Sciences*, edited by Alex Reese-Jones. Edward Elgar Publishing Ltd., forthcoming 2024.

Cullen, Zoë, Shengwu Li, and Ricardo Perez-Truglia. "What's My Employee Worth? The Effects of Salary Benchmarking." NBER Working Paper Series, February 2024. Under revision at the *Review of Economic Studies*

Bartik, Alex, and Zoë Cullen, Edward L. Glaeser, Michael Luca, Christopher Stanton, and Adi Sunderam. "The Targeting and Impact of Paycheck Protection Program Loans to Small Businesses." Harvard Business School Working Paper 21:021, August 2020. Under revision at the *Review of Economics and Statistics*.

Bartik, Alex and Zoë Cullen, Edward L. Glaeser, Michael Luca, and Christopher Stanton. "The Rise of Remote Work." Harvard Business School Working Paper 20:138 June 2022.

### **WORKS IN PROGRESS**

Cullen, Zoë, Julia Gilman, Nina Roussille, and Heather Sarsons. "Union Negotiation Tactics: Evidence from Hollywood"

Cullen, Zoë, Bobby Pakzad-Hurson, and Ricardo Perez-Truglia. "Know Your Worth: A Field Experiment on Salary Negotiations"

Cullen, Zoë, Felix Koenig, and Mitch Hoffman. "Dynamic Firm Search and Labor Shortages"

Cullen, Zoë, and Tom Nicholas. "Demand for Privacy from the U.S. Government"

### **TEACHING MATERIALS**

#### **HBS Cases and Teaching Notes**

"Collective Salary Negotiations: Evidence from Hollywood." Harvard Business School Case 824-161, (March 2024) [10].

"Collective Salary Negotiations: Evidence from Hollywood." Harvard Business School Teaching Note 824-167, (March 2024) [4].

"Levels.fyi: How Negotiations Coaching and Pay Transparency Change Job Market Outcomes." Harvard Business School Case 824-078, (September 2023) [6].

“Levels.fyi: How Negotiations Coaching and Pay Transparency Change Job Market Outcomes.” Harvard Business School teaching note 824-166 (March 2024) [20].

“Levels.fyi: How Negotiations Coaching and Pay Transparency Change Job Market Outcomes.” Harvard Business School PowerPoint presentation 824-170 (March 2024) [14].

“Levels.fyi: How Negotiations Coaching and Pay Transparency Change Job Market Outcomes.” Harvard Business School Video supplement N-824-711 (March 2024).

Cullen, Zoë, and Alexander J. MacKay. “The Spreadsheet.” Harvard Business School case 723-366, (August 2022) [4].

“The Spreadsheet.” Harvard Business School Teaching Note 824-168, (February 2024) [4].

“The Spreadsheet: Confidential Role for Judy Lagrange.” Harvard Business School exercise 824-172 [4].

“The Spreadsheet: Confidential Role for Ginny Dominguez.” Harvard Business School exercise 824-173 [4].

“The Spreadsheet.” Harvard Business School PowerPoint presentation 824-174 [20].

Cullen, Zoë, Jeffrey J. Busgang, William R. Kerr, Benjamin N. Roth, and Michael Norris. “A Close Shave at Squire.” Harvard Business School Case 821-073, (July 2021) [17].

“A Close Shave at Squire.” Harvard Business School teaching note, 822-055, January 2022. (Revised March 2024) [16].

## **SELECTED RESEARCH PRESENTATIONS**

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|-------------|--|
| 2023 – 2024 | (invited) Stanford (Economics, Joint Applied Micro), University of San Diego, Duke Economics, LSE, UCL, University of Chicago Harris School of Public Policy, Keynote 6th IDSC IZA Conference, 2024 "Lectures on the Economics of Organizations and Human Resources" German Economic Association, Queen Mary, FSI, Oxford, Purdue, University of Massachusetts, West Coast Labor Conference, NBER Organizational Economics, UMass Amherst, University of Chicago Social Economics Conference |
| 2022 – 2023 | (scheduled) NBER Summer Institute Labor Studies, MIT (Econ), Berkeley (Econ), Michigan (Econ), Columbia (Business School), Behavioral Economics Design Initiative, Georgetown (Business School), Cornell (Econ), University of Chicago (Booth Business School), Chicago-Berkeley Behavioral Economics Workshop, Boston College, MIT IDE, AEA, Yale (Econ), Yale SOM, DIW Berlin, IZA   |
| 2021 – 2022 | Berkeley (Econ), Michigan (Econ), Columbia (Econ), Harvard (Econ & Law), Boston University (Econ), Northwestern (Kellogg), Carnegie Mellon (Heinz College and Tepper School), University of Pittsburgh (Econ), Texas A&M (Meer Workshop), Uber, Erasmus University (Micro Seminar Series), Bocconi University (AXA Research Lab), Università Cattolica   |
| 2020 – 2021 | MIT IDE, Tufts, Copenhagen, American Enterprise Institute, Cornell Finance, Cornell Economics, Georgetown, World Bank, University of Zurich, Bergen FAIR Institute, Advanced Field Experiments, Baylor, NBER Labor (Spring), Society of Labor Economics, Yale Cowles Conference on Labor and Public Economics, NBER Summer Institute (Personnel)   |
| 2019 – 2020 | MIT Sloan IWER, INSEAD, Columbia Business School, San Diego ECBE, Advanced Field   |

Experiments Conference, Field Days Conference, EAYE Workshop Paris School of Economics, ASSA Meetings, Tel Aviv University, Ben Gurion University, NSL-E Workshop Princeton, NBER Organizations, SOLE

2018-2019 Harvard (Econ), Dartmouth (Econ), MIT (Business School), NBER Labor Studies Fall, Berkley Haas (Oliver Williamson Seminar), UCLA (Business School), Brown (Econ), Einaudi Institute, Advanced Field Experiments Conference, ASSA Meetings, Kansas University

## **PROGRAM COMMITTEES**

*Society for Institutional and Organizational Economics (SIOE), Econometric Society (2023), NBER Summer Institute (2022) Labor Studies, The Econometric Society, Mechanism Design For Social Good (MS4G), Equity and Access in Algorithms, Mechanisms and Optimization (EAAMO), National Association of Business Economics (NABE), Ridge Workshop on Public Economics*

## **PEER REVIEW ACTIVITIES**

*Econometrica, American Economic Review, Journal of Political Economy, Review of Economic Studies, Quarterly Journal of Economics, AEJ: Applied Economics, Economic Journal, Journal of European Economic Association, Journal of Labor Economics, Journal of Public Economics, Economica, European Economic Review, Management Science*

## **MEDIA COVERAGE**

Research featured in 100+ articles from outlets such as The New York Times, Wall Street Journal, The Atlantic, The New York Times Magazine, NPR, The Economist, Harvard Business Review, Forbes, Bloomberg, etc.

## **ADVISING**

Brit Sharoni (*Harvard Econ PhD candidate*), Wilbur Townsend (*Harvard Econ PhD candidate*), Fiona Chen (*Harvard Econ PhD candidate*), Julia Gilman (*MIT Econ PhD Candidate*) Jenna Anders (*Harvard Econ PhD candidate*), Katherine Fang (*Yale Law Student, joint PhD Yale SOM candidate*), Dylan Balla-Elliott (*University of Chicago PhD candidate*), Anh Nguyen (*UCLA Anderson PhD Candidate*)