

# LALIN ANIK

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## ACADEMIC AND EMPLOYMENT HISTORY

- July 2015 - Darden School of Business, University of Virginia, Charlottesville, VA  
Assistant Professor of Marketing
- July 2011 – Duke University, Durham, NC  
June 2015 Postdoctoral Fellow, Marketing, Fuqua School of Business  
Advisor: Dan Ariely
- August 2006 – Harvard Business School, Boston, MA  
May 2011 Doctorate of Business Administration in Marketing  
Dissertation: *Experiments in Social Networks*  
Committee: Michael Norton (Advisor), John Gourville, Tom Steenburgh,  
Elizabeth Dunn
- August 2002 – Brandeis University, Boston, MA  
May 2006 B.A. with High Honors in Psychology, *magna cum laude*  
Thesis: *Assessing Selective Attention to, Preference and Memory for Ads  
with Differing Emotional Valence*  
Advisor: Derek Isaacowitz

## HONORS AND AWARDS

- Recognized for being among the 10% of faculty for teaching, Darden School of Business, 2015  
Postdoctoral Fellowship, Duke University, 2011-2015  
The Monti Invited Storyteller, Themes “Big Game”, “Best Day Ever”, 2014, 2015  
The Monti Storytelling GrandSlam Finalist, Theme “Nuclear Family”, 2013  
The Monti Storytelling Slam Winner, Theme “Nature”, 2012  
AMA Sheth Consortium Fellow, Oklahoma State University, 2011  
The Wyss Dissertation Award (\$10K) from Harvard Business School for Excellence in Doctoral  
Research, 2011  
Graduate Fellowship, Harvard Business School, 2006 – 2011  
Travel Grant for SJDM Preconference, The University of Chicago Booth School of Business,  
2008  
Fellow at the Summer Institute in Social Psychology (SISP), Northwestern University, 2009

Fellow at the Bounded Rationality Summer Program, Max Planck Institute, 2008  
Bachelor of Arts *magna cum laude* and High Honors, Brandeis University, 2006  
Joseph M. Linsey Athletic & Academic Fellowship, Brandeis University, 2006  
Dean's List, Brandeis University, 2002-2006  
Presidential Scholarship, Brandeis University, 2002-2006  
Fellow at the Sleep for Science Program, E. P. Bradley Hospital, Brown University, 2003

## **PUBLICATIONS**

### **Refereed Journal Articles**

Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (2016), "Feeling of Missing Out (FOMO) and Its Marketing Implications", *Marketing Science Institute*.

Anik, Lalin, Michael I. Norton, and Dan Ariely (2014), "Contingent Match Incentives Increase Donations," *Journal of Marketing Research*, 51, 790-801.

Anik, Lalin and Michael I. Norton (2014), "Matchmaking Promotes Happiness," *Social Psychological and Personality Science*, 5, 644-652.

Anik, Lalin, Lara B. Aknin, Michael I. Norton, Elizabeth W. Dunn, and Jordi Quoidbach (2013), "Prosocial Bonuses Increase Employee Satisfaction and Team Performance," *PLoS ONE* 8(9): e75509. doi:10.1371/journal.pone.0075509

Anik, Lalin and Michael I. Norton (2012), "iPhones for Friends, Refrigerators for Family: How Products Prime Social Networks," *Social Influence*, 7, 154-171.

Norton, Michael I., Lalin Anik, Lara B. Aknin, and Elizabeth W. Dunn (2011), "Is Life Nasty, Brutish, and Short? Philosophies of Life and Well-Being," *Social Psychological and Personality Science*, 2, 570-575.

### **Book Chapters and Other Publications**

Anik, Lalin and Katherine Bowers (2016), "Consumer Pokénomics: Go-Time for Augmented Reality", *Ideas to Action*.

Anik, Lalin and Sarah Barry James (2016), "The Long or The Short of It: Life Philosophies at Work (And Beyond)", *Ideas to Action*.

Anik, Lalin and Maggie Morse (2016), "MTV Shuga: A Public-Private Partnership," *Ideas to Action*.

Anik, Lalin and Katherine Bowers (2016), "Feel Like a Million Dollars: Matchmaking and Happiness", *Ideas to Action*.

Anik, Lalin and Michael I. Norton (2014), “Start Playing Cupid - It'll Make You Happier,” *Scientific American*.

Anik, Lalin and Jordi Quoidbach (2013), “The Bonus Employees Really Want, Even If They Don't Know It Yet”, *Harvard Business Review*.

Anik, Lalin, Lara B. Aknin, Michael I. Norton, Elizabeth W. Dunn, and Jordi Quoidbach (2013), “Prosocial Bonuses Increase Employee Satisfaction and Team Performance,” *Harvard Business School Working Paper*, No. 13–095.

Anik, Lalin (2012), “iPhone 5 or Samsung Galaxy S3?” *Center for Advanced Hindsight Blog*.

Anik, Lalin, Lara B. Aknin, Michael I. Norton and Elizabeth W. Dunn (2010), “Feeling Good About Giving: The Benefits (and Costs) of Self-Interested Charitable Behavior,” In *The Science of Giving: Experimental Approaches to the Study of Charity*, ed. Daniel M. Oppenheimer and Christopher Y. Olivola, New York: Taylor & Francis, 1-28.

- Listed on SSRN's Top Ten download list for: Behavioral & Experimental Finance (Editor's Choice) eJournal

### **Manuscripts Under Review**

Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli, “Exploring the Antecedents and Consumer Behavior Consequences of Feeling of Missing Out (FOMO)”

Garcia-Rada, Ximena, Lalin Anik and Dan Ariely, “Consuming Together Makes the Heart Grow Fonder: Decisions for Joint Consumption Occasions”

### **Manuscripts in Preparation**

“Stuck On You: Psychological and Computational Mechanisms Underlying Why Some People Cannot Move On” with Erdem Pulcu

“From Status to Power: When and Why Do Heels Make Women Feel Powerful?” with David Dubois

“Morality in the Holy Days: The effect of Ramadan and Yom Kippur on Moral Judgments” with Merve Akbas, Shahar Ayal, Racheli Barkan and Dan Ariely

“Is Ignorance Truly a Bliss for Consumers” with Ceren Hayran and Zeynep Gürhan-Canlı

### **Selected Research in Progress**

“On Being the ‘Tipping Point’: Threshold Incentives Motivate Behavior” with Michael I. Norton

“Increasing Word-of-Mouth Behavior among Dissimilar Consumer Groups” with Michael I. Norton

“Is It Better to Have Given and Stoppen than to Have Never Given at All?” with Wendy Young and Michael I. Norton

“List Making Behavior Determines Task Selection and Productivity” with Gavan Fitzsimons, Vicki Morwitz and Daniel Fernandes

“Giving Social Resources is Rewarding” with Lara B. Aknin

“Gossip Impacts Performance” with Lara B. Aknin and Michael I. Norton

## **CONFERENCE PRESENTATIONS**

### **Paper Presentations**

Garcia-Rada, Ximena, Lalin Anik and Dan Ariely (November 2016), “Consuming Together Makes the Heart Grow Fonder: Selfishness and Sacrifice in Joint Consumption Decisions,” Society for Judgment and Decision Making, Boston, MA.

Hayran, Ceren, Lalin Anik, and Zeynep Gürhan-Canlı (May 2016), “The Grass is Greener on the Other Side: Antecedents and Consequences of ‘Feeling of Missing Out’”, American Marketing Science Conference, Lake Buena Vista, FL.

Hayran, Ceren, Lalin Anik, and Zeynep Gürhan-Canlı (May 2016), “The Grass is Greener on the Other Side: Antecedents and Consequences of ‘Feeling of Missing Out’”, European Marketing Academy Conference, Oslo, Norway.

Dubois, David and Lalin Anik (April 2016), “From status to power: when and why do heels make women feel powerful,” Monaco Symposium on Luxury, Monaco.

Anik, Lalin and Michael I. Norton (February 2016), “On Being the ‘Tipping Point’: Threshold Incentives Motivate Behavior,” Society for Consumer Psychology, St. Petersburg, FL.

Garcia-Rada, Ximena, Lalin Anik and Dan Ariely (February 2016), “Consuming Together Makes the Heart Grow Fonder: Selfishness and Sacrifice in Joint Consumption Decisions,” Society for Consumer Psychology, St. Pete, FL.

Anik, Lalin and Michael I. Norton (October 2015), “On Being the ‘Tipping Point’: Threshold Incentives Motivate Behavior,” Association for Consumer Research, New Orleans, LA.

Anik, Lalin and Michael I. Norton (November 2014), “Matchmaking Promotes Happiness,” Society for Judgment and Decision Making, Long Beach, CA.

Anik, Lalin (October 2014), “Close Relationships” roundtable participant, Association for Consumer Research, Baltimore, MD.

Anik, Lalin, Michael I. Norton, and Dan Ariely (November 2014), “Contingent Match Incentives Increase One-Time and Recurring Donations,” Science of Philanthropy Initiative Conference, Chicago, IL.

Anik, Lalin, Michael I. Norton, and Dan Ariely (October 2014), “Contingent Match Incentives Increase One-Time and Recurring Donations,” Association for Consumer Research, Baltimore, MD.

- Anik, Lalin, Michael I. Norton, and Dan Ariely (March 2014), “Contingent Match Incentives Increase One-Time and Recurring Donations,” Applying Field Experimentation to Behavior Research, UC San Diego, Rady School of Management, San Diego, CA.
- Anik, Lalin, Michael I. Norton, and Dan Ariely (March 2014), “75% (Social) Proof: Converting One-Time Donors to Recurring Donors,” Society for Consumer Psychology, Miami, FL.
- Anik, Lalin and Michael I. Norton (October 2013), “The Rewarding Nature of Matchmaking,” Association of Consumer Research, Chicago, IL.
- Anik, Lalin and Michael I. Norton (February 2011), “iPhone for Friends, Volvo for Family: The Network Signaling Power of Products,” Society for Consumer Psychology, Atlanta, GA
- Anik, Lalin, Michael I. Norton, Lara B. Aknin, Jordi Quoidbach, and Elizabeth W. Dunn (October 2010), “The Prosocial Workplace: Prosocial Spending Increases Employee Satisfaction and Job Performance,” Association for Consumer Research, Jacksonville, FL.
- Anik, Lalin and Michael I. Norton (February 2010), “Mind the Gap: On the Well-Being of Social Capitalists,” Society for Consumer Psychology, St. Pete Beach, FL.
- Anik, Lalin and Michael I. Norton. (August 2009), “Do Good Things Come to Those Who Wait? Procrastination and Leading the Good Life,” 6<sup>th</sup> Biennial Procrastination Research Conference, Toronto, Canada.
- Anik, Lalin and Michael I. Norton (May 2009), “Selfish Brokerage of Social Ties: Introducing Happy and Influential Social Entrepreneurs,” London Business School Transatlantic Graduate Student Conference, London, UK.
- Anik, Lalin and Michael I. Norton (April 2009), “Introducing Happy and Influential Social Entrepreneurs,” Yale School of Management Whitebox Conference, Yale University, New Haven, CT.
- Anik, Lalin, Michael I. Norton, Lara B. Aknin, and Elizabeth W. Dunn (May 2008), “Life Really is Nasty, Brutish, and Short – and No One is Happy About It,” Yale School of Management Whitebox Conference, Yale University, New Haven, CT.

## **Poster Presentations**

- Garcia-Rada, Ximena, Lalin Anik and Dan Ariely (November 2015), “Consuming Together Makes the Heart Grow Fonder: Selfishness and Sacrifice in Joint Consumption Decisions,” Society for Judgment and Decision-Making, Chicago, IL.
- Anik, Lalin and Michael I. Norton (November 2012), “Rewarding Nature of Matchmaking,” Interdisciplinary Workshop on Information and Decision in Social Networks, Media Lab, MIT, Cambridge, MA.
- Anik, Lalin and Michael I. Norton (November 2010), “The Influence of Products on Network Activation and WOM Intentions,” Society for Judgment and Decision Making, St. Louis, MO.
- Anik, Lalin and Michael I. Norton (October 2010), “Frisbee for Friends, Furniture for Family: The Influence of Products on Network Activation and WOM Intentions,” Association for Consumer Research, Jacksonville, FL.
- Anik, Lalin, Lara B. Aknin, Elizabeth W. Dunn, and Michael I. Norton (January 2010), “Prosocial Spending Increases Job Satisfaction and Organizational Commitment,” Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, Las Vegas, NV.

- Anik, Lalin and Michael I. Norton (January 2010), “Egotistically Resourceful Social Capitalists: The Well-Being Benefits of Bridging Social Actors and Building Network Connections,” Society for Personality and Social Psychology, Las Vegas, NV.
- Anik, Lalin and Michael I. Norton (November 2009), “Selfish Social Connectors, Their Decisions to Bridge Social Actors and Build Network Connections,” Society for Judgment and Decision Making, Boston, MA.
- Anik, Lalin and Michael I. Norton (February 2009), “Selfish Brokerage of Social Ties: Introducing Happy and Influential Social Entrepreneurs,” Judgment and Decision Making Preconference of Society of Personality and Social Psychology, Tampa, FL.
- Anik, Lalin and Michael I. Norton (February 2009), “Who Really is Your Friend? Pursuing Happiness in Your perception of Social Networks,” Society for Personality and Social Psychology, Tampa, FL.
- Anik, Lalin, Michael I. Norton, Lara B. Aknin, and Elizabeth W. Dunn (November 2008), “Life Really is Nasty, Brutish, and Short – and No One is Happy About It,” Society for Judgment and Decision Making, Chicago, IL.
- Anik, Lalin, Michael I. Norton, Lara B. Aknin, and Elizabeth W. Dunn (July 2008), “Perception of Life in the Context of Bounded Rationality,” Summer Institute in Bounded Rationality, Max Planck Institute, Berlin, Germany.

## **CHAired SYMPOSIA**

- Anik, Lalin (March 2014), Symposium Chair, “The Prosocial Life Cycle: Antecedents and Consequences of Charitable Behavior,” Society for Consumer Psychology Conference, Miami, FL. Other speakers: Cynthia Cryder, Alex Imas, Elizabeth Keenan.
- Anik, Lalin and Chia-Jung Tsay (February 2010), Symposium Co-Chairs. “Me and You and Everyone We Know,” A Story of Value Creation in Social Networks. Society for Consumer Psychology, St. Pete Beach, FL. Other speakers: Jonah Berger, Andrew Stephen.
- Tsay, Chia-Jung and Lalin Anik (October 2009), Symposium Co-Chairs, “From Ear to Brain, from Heart to Pocket: Branding Challenges and Possibilities in the Music Industry,” Association for Consumer Research North American Conference, Pittsburgh, PA. Other speakers: Vijaykumar Krishnan, James J. Kellaris.

## **INVITED PRESENTATIONS**

- 03/15/2008 Harvard University (decision making and economics)
- 02/10/2012 Duke University (psychology)
- 08/25/2012 Georgetown University, McDonough School of Business (marketing)
- 11/12/2012 Market Research Event, Boca Raton, FL
- 02/12/2013 Science Cafe at the Museum of Life and Science, Durham, NC
- 03/18/2013 Winning at First Moment of Truth Marketing Roundtable, In Vivo BVA, NY
- 04/04/2013 Breakthrough Marketing Insights from Consumer Science Conference, In Vivo BVA, Paris, France

04/09/2013 Giving and Well-Being Conference, Centre of Competitive Advantage in Global Economy Department, University of Warwick, Coventry, UK

04/11/2013 Les Printemps des Etudes, Palais Brongniart, Paris, France

05/22/2013 Southern Regional Education Board, Atlanta, GA

06/26/2013 Einladung Marketing Talk, In Vivo BVA, Düsseldorf, Germany

09/15/2013 North Carolina School of Science and Mathematics, Durham, NC

09/17/2013 Campbell's Soup Market Research Summit, Philadelphia, PA

03/11/2014 Bill and Melinda Gates Foundation Teacher Effectiveness Meeting

03/27/2014 Chapel Hill Public Library, Chapel Hill, NC

09/17/2014 Babson College (marketing)

09/26/2014 INSEAD (marketing)

10/03/2014 University of Virginia, Darden School of Business (marketing)

10/07/2014 UCLA, Anderson School of Management (marketing)

10/10/2014 University of Maryland, Robert H. Smith School of Business (marketing)

10/14/2014 University of Notre Dame, Mendoza College of Business (marketing)

10/17/2014 University of Washington in Seattle, Foster School of Business (marketing)

10/21/2014 Northeastern University, D'Amore McKim School of Business (marketing)

10/30/2014 IMD School of Business

11/04/2014 Bilkent University, Faculty of Business Administration (marketing)

10/07/2014 Koc University, Graduate School of Business (marketing)

01/21/2015 Kent State University, College of Business Administration (marketing)

02/04/2015 Workshop for Financial Service Providers, Duke University

02/27/2015 Speaking of Travel with Marilyn Ball, Asheville, NC

03/07/2015 Arterveners Conference, Social Justice Art Conference, Durham, NC

03/25/2016 University of Virginia (psychology)

03/31/2016 HackCville, Charlottesville, VA

04/22/2016 McIntire School of Commerce, University of Virginia (marketing)

06/02/2016 Webinar for the Alumni, University of Virginia

08/01/2016 Behavioral Economics Roundtable, Marketing Science Institute, Boston, MA

08/31/2016 Hot Topics in Marketing Speaker Series, University of Virginia

10/25/2016 Unsolved Mysteries in Business Series, University of Virginia

11/11/2016 TEDxCharlottesville, VA

12/12/2016 Colorado College

## **TEACHING EXPERIENCE**

Executive Education Program

PAD Peru Program

University of Virginia's Darden School of Business, Charlottesville, VA (2016)

Executive Education Program

Customized Program for Capital One

University of Virginia's Darden School of Business, Charlottesville, VA (2016)

First Year Core Marketing MBA Course

University of Virginia's Darden School of Business, Charlottesville, VA (2015, 2016)

Lecturer, Behavioral Economics MBA Course  
Duke University Fuqua School of Business, Durham, NC (2014)

Lecturer, Behavioral Economics PhD Course  
Duke University Fuqua School of Business, Durham, NC (2013, 2014, 2015)

Lecturer, Labor and Motivation, Coursera  
Duke University Fuqua School of Business, Durham, NC (2013, 2014)

Course Assistant for the first year MBA core marketing course  
Harvard Business School, Boston, MA (2009)

Senior Thesis Advisor  
Harvard University Psychology Department, Boston, MA (2008, 2009)

Facilitator, Women's Leadership Forum  
Harvard Business School, Executive Education, Boston, MA (2008, 2009)

## **OTHER EXPERIENCE**

### **Academic**

Research Lab Assistant of Professor Derek Isaacowitz  
Psychology Department, Brandeis University, Waltham, MA (2003-2006)

Research Lab Assistant of Professor Nader Tavassoli  
Marketing Department, London Business School, London, UK (Spring 2004)

Research Lab Assistant of Professor Dan Rittschof  
Marine Biology Department, Nicholas School of Duke University, Beaufort, NC (Summer 2001)

### **Industry**

Intern, Brand Planning Department  
Arnold Worldwide Advertising, Boston, MA (Winter 2006)

Intern, Strategic Planning and Creative Departments  
McCann World Group Advertising, Istanbul, Turkey (Summer 2005)

Brand Manager  
Fenerium Marketing, Istanbul, Turkey (2005)

## **SERVICE TO THE PROFESSION**

*Ad hoc Reviewer:*  
Frontiers in Psychology



Journal of Behavioral and Experimental Economics  
Journal of Business Research  
Journal of Consumer Psychology  
Journal of Consumer Research  
Journal of Experimental Psychology  
Journal of Marketing Research  
Marketing Science  
Personality and Social Psychology  
PLoS ONE  
Psychological Science  
Scandinavian Journal of Psychology

*Area Editor:*  
SAGE Open

*Reviewer (Grants):*  
Social Sciences and Humanities Research Council

*Reviewer (Conferences):*  
Association of Consumer Research, American Marketing Association, The European Marketing Academy, Monaco Symposium on Luxury, Society of Consumer Psychology

*Committees served:*  
Harvard Business School Faculty Mentorship Award Selection Committee

*Service and mentoring:*  
Brand Challenge Judge, Darden School of Business, 2016  
IDEA Competition Judge, Darden School of Business, 2015-2016

## **SELECTED MEDIA COVERAGE**

“Matchmakers Are Happier Than Non-Matchmakers Research Shows,” *NPR*, August 13, 2015.  
<http://tinyurl.com/pcjw5um>

“A Charitable Pitch That Gets You To Give More”, *Wall Street Journal*, December 10, 2014  
<http://tinyurl.com/mh9g24x>

“The Business of Behavioral Economics,” *Forbes*, August 11, 2014.  
<http://tinyurl.com/kz5ydtk>

“Creating a Better Fundraising Model for Non-Profits”, *Fuqua School of Business Feature Stories*, May 16, 2014.  
<http://tinyurl.com/ld5qz3k>

“Matchmakers Can Get a Happiness Boost, Too,” *Reuters*, February 14, 2014.  
<http://tinyurl.com/lora34j>

“Playing Cupid Makes Us Happy,” *CNN*, February 14, 2014.  
<http://tinyurl.com/n5vbopl>

“Need a Happy Fix This Valentine's Day? Play Cupid,” *Live Science*, February 13, 2014.  
<http://tinyurl.com/p2bly6a>

“Matchmaking Your Friends Can Make YOU Happier,” *Daily Mail UK*, February 12, 2014.  
<http://tinyurl.com/pk96dob>

“Valentine’s Day is For Cupid, Not Couples,” *Yahoo Health*, February 11, 2014.  
<http://tinyurl.com/pyo6rur>

“How Bosses Can Increase Job Satisfaction,” *British Psychological Society*, October 25, 2013  
<http://tinyurl.com/n7bz2sb>

“The Price of Greed,” *Scientific American*, October 17, 2013  
<http://tinyurl.com/k9mbenh>

“Bonuses That Go to Charity Can Boost Job Satisfaction, Study Says,” *LA Times*, September 19, 2013  
<http://tinyurl.com/mzhetnt>

“Shifting Employee Bonuses from Self to Others Increases Satisfaction and Productivity at Work,” *Science Daily*, September 18, 2013  
<http://tinyurl.com/mkze4se>

“The Pursuit of Happiness in The Workplace,” *Financial Times*, May 19, 2013  
<http://tinyurl.com/lck98a8>

“The Best Bonus is The One You Can’t Spend on Yourself,” *Bloomberg Businessweek*, May 15, 2013  
<http://tinyurl.com/m84k23t>

“How to Make a Happy, Productive Banker?” *Financial News*, February 22, 2013  
<http://tinyurl.com/kd7oe64>

“What’s Better Than a Bonus? Prosocial Incentives – The Bonus You Give Away,” *Washington Post*, August 15, 2011  
<http://tinyurl.com/ko9mnpt>

## **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
Association for Psychological Science

Center for Advanced Hindsight  
Society for Consumer Psychology  
Society for Judgment and Decision Making  
Society for Personality and Social Psychology

## **OTHER EDUCATION**

Summer Institute in Social Psychology  
Northwestern University, Evanston, IL (Summer 2009)

Fellow at the Summer Institute on Bounded Rationality in Psychology and Economics  
Max Planck Institute, Berlin, Germany (Summer 2008)

Research Apprentice at William C. Dement Summer Behavioral Sciences, E.P. Bradley Hospital,  
Brown University Medical School, Providence, RI (Summer 2003)

## **OTHER ACTIVITIES**

Professional Swimmer, 1992-2006  
Member of Turkish National Team (3 National Records, and two European medals), Brandeis  
University Swimming and Diving Team (over 15 university and pool records), Captain of ENKA  
and Fenerbahçe Swimming Teams

Swimming Coach and Sports Manager, 1998-Present

### **Hobbies**

Competitive soccer and basketball player, savvy arts follower, chronic dancer

### **Languages**

Turkish (native), English (fluent), French (intermediate), Spanish (intermediate)