2013–2014

IN THIS ISSUE

- Behavioral research activities by BRAD Lab members
- Publications
- BRAD Lab Activities – Fall 2013 - Spring 2014
- Interview with Kristin Behfar
- Upcoming Behavioral Research Conferences

BEHAVIORAL RESEARCH ACTIVITIES by BRAD LAB MEMBERS

Completed and Ongoing Studies

- **Kristin Behfar**, Ray Friedman and Jeanne Brett collected data for their paper “Managing co-occurring team challenges: How simultaneous substantive and procedural challenges influence team process.”
- **Kristin Behfar**, R. Friedman and S. Oh collected data for their paper “From ego-to-other-centric: The impact of individual satisfaction on ego-centric behavior in teams.”
- Okyusen, G. and **Kristin Behfar** collected data for their paper “Generating explanation: The use of abduction for theorizing in organizations and management research.”
- **Kristin Behfar**, Cronin, M., and McCarthy, K. collected data for their paper “Venting about work related annoyances: How the responses of third-party listeners impact the venter’s ability to re-appraise problems.”
- Swaab, R. and **Kristin Behfar** collected data for their paper “Coordinating expertise in knowledge worker teams: The impact of peer appraisals and superordinate goal discussions.”
- Béatrice Boulu-Reshef conducted experiments with over 300 subjects in the Veconlab of the Economics Department at the University of Virginia for her paper “Leadership Styles and Free-Riding: An Experimental Investigation” with Charlie Holt and Melissa Thomas-Hunt.
- Béatrice Boulu-Reshef conducted experiments in the Veconlab of the Economics Department at the University of Virginia with over 200 subjects for her papers on identity and parochialism with Jonah-Schulhofer Wohl. This research project was
financed by the AHSS Research Support Spring 2014 and the Quantitative Collaborative Seed Grant.

- Béatrice Boulu-Reshef and Robert Donze conducted experiments with 45 subjects for their paper “A risky prediction: The effect of risk aversion on prediction market accuracy”.
- Graciela Kuechle, Béatrice Boulu-Reshef and Sean Carr conducted experiments for their paper "Antecedents of Entrepreneurial Decision-Making: Prediction and Control Strategies".
- Tim Kraft, Leon Valdes and Karen Zheng conducted experiments at MIT and at the Veconlab of the Economics Department at the University of Virginia with over 200 subjects for their paper “Measuring Consumers' Willingness-to-Pay for Socially Responsible Products: The Roles of Information Precision and Reciprocity”.
- Jeanne Liedtka, Marian Moore, Yi Zhang and Andrew King have conducted both online and lab studies with both undergraduate and MBA students looking at the efficacy of design thinking training in innovative outcomes.
- Anton Ovchinnikov, Brent Moritz and Bernardo Quiroga collected a larger sample size data for the revision for Production and Operations Management of their paper “How to compete against a behavioral newsvendor.”
- Anton Ovchinnikov, Brent Moritz and Bernardo Quiroga collected data on the additional ordering policy for the extension of their paper “How to compete against a behavioral newsvendor.”
- Anton Ovchinnikov, Nikolay Osadchiy and Manel Baucells collected data for their paper “Behavioral Anomalies in Consumer Wait-or-buy Decisions and Their Implications for Markdown Management.”
- Anton Ovchinnikov, Yu Xiong and Yu Zhou developed a conjoint survey for the revision of the paper “Remanufacturing Strategies for OEMs without Remanufacturing Capabilities.”
- Anton Ovchinnikov, Benny Mantin and Mirko Kremer collected additional data for the revision of the “Strategic Consumers, Myopic Retailers”, for a revision for M&SOM.
- Bobby Parmar and colleagues Francesca Gino and Julia Lee were selected as fellows at the Safra Center for Ethics at Harvard. Their project consists of several online, lab and field experiments, which examine how facets of managerial communication about ethics effects on both unethical and ethical behavior in organizations.
- Bobby Parmar and Megan Hess have completed a series of online experiments that show the conditions under which complex versus simple moral frames are useful in decision-making.
- Bobby Parmar is collecting data for an ongoing study that examines the differential impact of priming people to think about moral excellence or moral compliance on cheating and helping behaviors in organizations.
- Bobby Parmar, Andrew Wicks and Adrian Keevil have conducted a series of online studies examining the effect of a firm’s stakeholder or shareholder orientation on the level of self-determination experienced by employees.
- Yi Zhang, Kathryn Sharpe and Nicole Montgomery (U.Va. McIntire) have conducted a series of online studies testing the recency and primacy effects with consumer choices of vice vs. virtue food items.
• **Kathryn Sharpe**, Yi Zhang and David Mick (U. Va. McIntire) have conducted a series of online studies on the folk psychology of materialism and morality in the context of consumer promotions.

• **Ron Wilcox** and Yi Zhang have conducted an online study examining the impact of student loan debt on consumer price sensitivity.

• Kelly Raz, **Melissa Thomas-Hunt**, Camilla Quental and **Erika James** have been conducting online studies on the effects of gender on negotiation.

• Kelly Raz has been conducting online studies on the effects of status and threat on wrongdoing and harmful behavior.

• **Melissa Thomas-Hunt**, Bret Crane, Selin Kesebir and Joris Gjata have been conducting online studies of the effects of personalization and country of origin on competence and warmth perceptions and their behavioral influence.

**Awards and Recognitions**

• **Kristin Behfar** received the award “Best Paper: Empirical or Theoretical” given by the Academy of Management Conflict Management Division in 2014.

• Béatrice Boulu-Reshef and Jonah Schulhofer-Wohl received the AHSS Research Support Spring 2014, University of Virginia 2014-2015 ($5,000).

• Béatrice Boulu-Reshef and Jonah Schulhofer-Wohl received the Quantitative Collaborative Seed Grant, University of Virginia 2013-2014 ($6,333.33).

• **Mary Margaret Frank** was awarded a grant from The Jefferson Trust for “National Debt.” This program is inspired by Thomas Jefferson’s vision of shared learning with a mission to produce public awareness of the national debt beyond the classroom in 2014.

• **Erika James** and Gerry Yemen’s case “Decision Making and Leading through Crisis” was recognized with a Wells Fargo award for a high impact case in 2014.

• **Casey Lichtendahl** has served as associate editor of Management Science since January 2013.

• **Jeanne Liedtka** is the co-chair of The 19th Design Management Institute: Academic Design Management Conference in London, UK.

• **Luann J. Lynch** received the Citation of Excellence Award, *Emerald Management Reviews* in 2013.

• **Marian Moore** won a Wells Fargo Award for Case Excellence for her technical note “Positioning: the Essence of Marketing Strategy.”

• **Anton Ovchinnikov** received the POM Best Reviewer Award in 2013.

• **Anton Ovchinnikov** received the M&SOM Meritorious Service Award in 2013.

• **Anton Ovchinnikov** has served as a member of the editorial review board for the *Production and Operations Management Journal*, Behavioral Operations Department from 2010 – present.

• **Anton Ovchinnikov** has served as a member of the editorial review board for the Journal of Operations Management from 2012 – present.

• **Anton Ovchinnikov** has served as the chair of the awards committee for INFORMS Behavioral Operations Section, Best Working Paper Award since 2013.

• **Bobby Parmar** was named to Poets and Quants “Top 40 under 40” in 2014.
• **Tom Steenburgh** was the co-chair of the Winter American Marketing Association conference and the co-chair of the workshop “New Product Success in Business-to-Business Markets.”

• **Tom Steenburgh**, Jill Avery and Naseem Dahod were recognized in the marketing award category for their case “HubSpot: Inbound Marketing and Web 2.0.” Case Centre Award for 2014.

• **Saras D. Sarasvathy**, William Forster and Anusha Ramesh won the 2013 Best Conceptual Paper Award given by the Academy of Management, entrepreneurship division.

• **Raj Venkatesan** was recently appointed Area Editor of the Journal of Marketing.

• **Raj Venkatesan** was invited to serve as president of the Marketing Research Special Interest Group of the American Marketing Association.

• **Andrew Wicks** is the editor of a special issue of the Journal of Management, Spirituality and Religion focused on “Stakeholder theory and spirituality in the workplace”.

**Conference and Seminar Presentations**

• **Kristin Behfar**, Ray Friedman and Jeanne Brett presented their paper “Managing co-occurring team challenges: How simultaneous substantive and procedural challenges influence team process” at the Academy of Management in Orlando, Fla., in August 2013.

• **Kristin Behfar** and Roderick Swaab presented their paper “Coordinating expertise in knowledge worker teams: The impact of peer appraisals and superordinate goal discussions” at the Interdisciplinary Network for Groups Research (INGRoup) in Atlanta, Ga., in July 2013.

• **Kristin Behfar**, Matthew Cronin and Kimberly McCarthy presented their paper “Enhancing the effectiveness of individuals in responding to conflict: The important role listeners play when we vent” at the International Association for Conflict Management (IACM) in Seattle, Wash., in July 2013.


• Yael Grushka-Cockayne presented “Distilling the Wisdom of Crowds: Methods for Combining Distributional Forecasts” at the Johnson School of Business, Cornell University seminar series 2014, the Darden Dean’s Faculty Research and INFORMS Business Analytics conference in Boston, Mass., 2014.
• Yael Grushka-Cockayne presented “Overcoming the Planning Fallacy” at the George Washington University Research Seminar in 2014.

• **Tim Kraft** presented his paper “Competing on Toxicity: The Impact of Supplier Prices and Regulation on Manufacturers’ Substance Replacement Strategies” at the 2014 POMS Annual Meeting in Atlanta, Ga., the 2014 Utah Winter Operations Conference in Salt Lake City, Utah, and the 2013 INFORMS Annual Meeting in Minneapolis, Minn.

• **Tim Kraft** presented his paper “Firm and Nonprofit Levers to Improve Supplier Environmental Performance” at the 2014 POMS Annual Meeting in Atlanta, Ga., and the 2013 INFORMS Annual Meeting in Minneapolis, Minn.

• York, Jeffrey G., **Jared D. Harris**, and Timothy Hargrave presented their paper “Cold Hard Facts: The False Dichotomy between Business and the Natural Environment,” at the conference on Sustainability in a Scandinavian Context in Copenhagen, Denmark, in June 2013.


• Hernandez, Morela, **Jared D. Harris** and Megan F. Hess presented their paper “Leaning Into the Wind: Adversity, Stakeholder Management, and Organizational Resilience,” at the Academy of Management in Orlando, Fla., in August 2013.

• **Mike Lenox** presented “Activist Actions and the Selection of Firm Targets” at INSEAD.

• **Anton Ovchinnikov** presented his paper “How to Compete against a Behavioral Newsvendor” at the Ivey Business School, ESSEC, Queens University, Katz Graduate School of Business of the University of Pittsburgh, at the University of Calgary and at University College London.

• **Anton Ovchinnikov** “Impact of firms’ operational characteristics on the design of environmental policy for green technology adoption” was presented at the London Business School and at the University of Texas at Dallas

• **Anton Ovchinnikov** presented his paper “Impact of Inventory Risk on Market Prices” and “Strategic Consumers, Myopic Retailers” at POMS in Denver, Colo, in May 2013.

• **Anton Ovchinnikov** presented his paper “Strategic Consumers, Myopic Retailers”, “Impact of Inventory Risk on Market Prices” at the INFORMS Annual Meeting in Minneapolis, Minn., in October 2013.

• **Anton Ovchinnikov** presented his paper “How to Compete against a Behavioral Newsvendor” M&SOM Supply Chain SIG Conference in July 2013, in Fontainebleau, France and at the Behavioral OM Conference in Ann Arbor, Mich., in June 2013.

• **Anton Ovchinnikov** presented his paper “Strategic Consumers, Myopic Retailers” M&SOM Conference in Fontainebleau, France, in July 2013, at the EURO/INFORMS International in July 2013, at INFORMS 2013 Annual Meeting in Rome, Italy, in October 2013, in Minneapolis, Minn., and at the POMS Annual Meeting in Atlanta, Ga., in May 2014.

• **Anton Ovchinnikov** presented his paper “Strategic Consumers, Myopic Retailers.”

• **Anton Ovchinnikov** presented his paper “Remanufacturing Strategies for OEMs without Remanufacturing Capabilities” at the POMS Annual Meeting in Atlanta, Ga., in May 2014 and at the MSOM Annual Conference in Seattle, Wash., in June 2014.
• Anton Ovchinnikov presented his paper “Strategic Consumers, Revenue Management, and the Design of Loyalty Programs” at the POMS Annual Conference in Atlanta, Ga., in May 2014, at the RMP Annual Meeting in 2014 in Istanbul, Turkey and at the MSOM Annual Conference in Seattle, Wash., in June 2014.

• Anton Ovchinnikov presented his paper “Behavioral Anomalies in Consumer Wait-or-buy Decisions and Their Implications for Markdown Management” at the RMP Annual Meeting in Istanbul, Turkey, in June 2014, at BOPS 2014 and at IFORS/EURO Conference in Barcelona, in July 2014.

• Michael Lenox will be part of a panel discussion on behavioral strategy at the Academy of Management in August 2014.


• Yi Zhang, Kathryn Sharpe and Nicole Montgomery presented “Recency and primacy effects in choices of vices and virtues” at the 4th annual Marketing Academic Research Colloquium, Georgetown University McDonough School of Business, Washington, DC, in May 2014.


• Morris, S., Snell, S. and Bjorkman, I. presented their paper “Creating and capturing value through geographically dispersed employees” at the Strategic Human Capital Conference in Midway, Utah, in 2013.

• Andy Wicks presented Value Creation and Stakeholder Theory: New Theory and Executive Responses at INSEAD and Vegeo in Paris, both in April.


• Yi Zhang and Ron Wilcox presented “Comfortably Numb: The Impact of Excessive Student Loan Debt on Price Sensitivity for Major Purchases” at the Marketing Area Workshop at the McIntire School of Commerce in November 2013.

**PUBLICATIONS**

*Published and Forthcoming Articles*


• **Anton S. Ovchinnikov,** Béatrice Boulu-Reshef and **Phillip E. Pfeifer** (2014). "Balancing Acquisition and Retention Spending for Firms with Limited Capacity", *Management Science,* Published online in Articles in Advance.


• **Wicks, Andrew** and Adrian Keevil (forthcoming). “When Worlds Collide: Medicine, Business, the Affordable Care Act and the Future of Health Care in the US,” *Journal of Law, Medicine and Ethics*. 
Book chapters


Books


Other research publications


Accept our apologies for any missed publications or activities. Please send any missed and future publications/activities to BRADnews@darden.virginia.edu for inclusion in the next newsletter.

BRAD LAB ACTIVITIES

- BRAD Lab’s participant pool now includes 3445 participants, including undergraduates, graduates, MBA and staff.
- BRAD Lab now has new procedures to conduct experiments on main grounds and on Darden grounds.
- BRAD Lab currently maintains an active list of over 20 undergraduate RAs majoring in economics, engineer, commerce and psychology for hire or course credit.
- BRAD Lab has two new researchers’ guidelines
  - Guideline for Batch Amazon MTurk Bonus Payment
  - Guideline for Best Practices when Engaging Darden Students
- BRAD Lab hosted four research workshops during 2013-2014 academic year:
  - December 2013: Publishing behavioral studies
  - February 2014: Online data collection: part I
  - March 2014: Online data collection: part II
  - May 2014: Data bases and survey research resources
INTERVIEW – KRISTIN BEHFAR

What made you want to study team dynamics, and in particular conflict?
I find teams fascinating because I think (generally) people tend to be bad at collaborating. Conflict is one example of that. My research focuses on how to improve collaboration and how to recover when it breaks down.

What are some of the recent ideas you have been interested in?
Recently, I’ve been comparing collaboration and team leadership practices around the world. I’ve been doing a lot of reading to trace the roots of collaboration norms back to the early formative stages of different types of societies. It has been fascinating to see how little has changed, what societies have in common, what is still different and how this so clearly translates into the “modern” ways that people in teams confront conflict today.

As you know teams so well, please tell us what type of interaction with the BRAD Lab behavioral research community you value the most.
We started a “friendly review” group with BRAD Lab. A group of us recently gathered to provide constructive feedback for “almost ready to go” papers. Bobby Parmar and Andy Wicks got us off to a great start with their paper. We try to meet once a quarter to support one another’s ideas.

Where do you see your research can have the most impact?
It has made me better at collaborating and expressing conflict. I am hoping it will do the same for my readers.

When you teach conflict management, what aspect of your research do students find most interesting (or important)?
They are often surprised how much individual skill matters, and how critical it is to have conversations about expectations up front about team process. If team structure and team personalities align, team process is much more pleasant.

UPCOMING BEHAVIORAL RESEARCH CONFERENCES

- Babson College Entrepreneurship Research Conference
  4-7 June 2014, London, Ontario, Canada
- Annual Behavioral Research in Operations Management Conference
  12-14 June 2014, Cologne, Germany
- Economic Science Association World Meetings
  26-29 June 2014, University of Hawaii, Manoa
- European Group for Organizational Studies Colloquium
  3-5 July 2014, Rotterdam, The Netherlands
• **Annual Conference of the International Association for Conflict Management**
  4-7 July 2014, Leiden, The Netherlands
• **Annual INGRoup Conference**
  17-19 July 2014, Raleigh, NC
• **Annual Meeting of the Academy of Management**
  1-5 August 2014, Philadelphia, PA
• **Annual Meeting of the Academy of Behavioral Finance & Economics**
  16-19 September 2014, Los Angeles, CA
• **American Marketing Association’s Annual Marketing Conference**
  30 September - 2 October 2014, New Orleans, LA
• **North American Association for Consumer Research Conference**
  23-26 October 2014, Baltimore, MD
• **INFORMS Annual Meeting**
  9-12 November 2014, San Francisco, CA
• **Annual Conference of The Society for Judgment and Decision Making**
  21-24 November 2014, Long Beach, CA
• **Southern Economic Association Annual Meeting**
  22-24 November 2014, Atlanta, GA
• **American Economic Association Annual Meeting**
  3-5 January 2015, Boston, MA
• **Annual Meeting of the Society for Personality and Social Psychology**
  26-28 February 2015, Long Beach, CA
• **Society for Consumer Psychology 2014 Conference**
  26 February - 1 March 2015, Phoenix, AZ

For comments and suggestions, please e-mail [BRAD-News@darden.virginia.edu](mailto:BRAD-News@darden.virginia.edu)