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BEHAVIORAL RESEARCH ACTIVITIES by BRAD LAB MEMBERS

Completed and Ongoing Studies

- **Kristin Behfar** and **Kelly Raz** have collected data in two studies for their paper, “Unfair credit claiming in teams: The role of status and competence striving.”
- **Kristin Behfar**, Randall Peterson and Karin Guinea have collected data for their paper, “Team leadership practices in face, honor, and dignity cultures.”
- **Kristin Behfar** and Randall Peterson have collected data for their paper, “The role of team dynamics in decision accuracy over time.”
- **Beatrice Boulu-Reshef** and Charles A. Holt have collected data to estimate the effect of risk aversion on inventory decisions.
- **Beatrice Boulu-Reshef** and **Jeremy Hutchison-Krupat** have collected data to estimate the effect of skin in the game on leaders’ effectiveness and followers’ behavior.
- **Beatrice Boulu-Reshef** and Samuel H. Brott have collected data to estimate the effect of uncertainty on public good provision.
- **Beatrice Boulu-Reshef** and Gregory Weiss have collected data to estimate the effect of risk aversion on predictions in prediction markets.
- **Beatrice Boulu-Reshef** and Jonah Schulhofer-Wohl have collected data to estimate the effect of social distance on intra-group cooperation and inter-group conflict.
- **Cristiano Guarana**, Junchao Li and **Morela Hernandez** are in the process of collecting data for their paper “Examining the effects of leader-follower gender match on managerial response to voice”.
- **Tim Kraft**, Leon Valdes and Karen Zheng collected data for their paper “Transparency and Indirect Reciprocity in Social Responsibility: An Incentivized Experiment”.
- **Kelly Raz** and Peter Belmi have conducted two studies to study social classes.
• Kathryn Sharpe, Joel Huber and Oded Netzer have collected data for their paper, “Product Assortment Strategy for High-Price Locations”.

• Kathryn Sharpe, Yi Zhang and David Mick have collected data for their paper, “When More Is (Not) OK: Moral Judgments of Buyer Behavior as a Function of Materialism and Emotions.”

• Melissa Thomas-Hunt, Kelly Raz and Amanda Cowen have conducted four studies on status motivation and threat.

• Melissa Thomas-Hunt and Kelly Raz have conducted two studies on status and ethical behavior.

• Melissa Thomas-Hunt, Tsedal Neeley, Tina Opie, Fon Wiruchnipawan and Jeff Polzer have conducted a series on online studies for their study, “Language Mandate Affects Hiring and Status Evaluation for Accented Nonnative Speakers in Global Organizations”.

Awards and Recognitions

• Samuel Bodily and Casey Lichtendahl were recognized for the best publication in ‘decision analysis, broadly defined’ appearing in 2012 – “Multiplicative Utilities for Health and Consumption”. This paper was also Runner-up for the 2014 Decision Analysis Publication Award of the Decision Analysis Society of INFORMS.

• Beatrice Boulu-Reshef was awarded a Batten Research Grant Program in 2014 ($10K) and in 2015 ($8K) with Charles Corbett, Phil Pfeifer and Anton Ovchinnikov.

• Greg Fairchild was named Ethisphere’s 100 Most Influential People in Business Ethics (#44).

• Greg Fairchild was one of seven members chosen to teach a public event known as “one day business school”, at the 2014 One Day University with the Wall Street Journal in in New York City.

• Mary Margaret Frank was the recipient of the Faculty Pioneer Award, awarded by the Aspen Institute, 2014. This award is in recognition of educators who demonstrate leadership and risk-taking in curriculum and scholarship at the intersection of capital markets, firms and the public good.

• Mary Margaret Frank was the recipient of a Jefferson Trust Grant, awarded by the University of Virginia, 2014. In recognition of “The National Debt Project”.

• Jeremy Hutchison-Krupat was awarded the 3M Corporation Non-Tenured Faculty Research Grant, 2013-2014, 2014-2015.

• Tim Kraft was awarded the 3M Corporation Non-tenured Faculty Research Grant, 2014 – 2015.

• Tim Kraft was named “Decision Sciences Journal Outstanding Reviewer”, 2014.

• Casey Liechtenahl was awarded “Outstanding Case Teacher” at The Case Centre Awards and Competitions 2015, Bedfordshire, England. Submission included course materials, teaching evaluations, and student/faculty testimonials for the elective MBA course Data Science in Business.

• Bobby Parmar was awarded a $41K grant by Safra Center for Ethics at Harvard University.
• Saras Sarasvathy was appointed Chair Professor of Entrepreneurship at Nankai University, Tianjin, China.
• Yiorgos Allayannis, Gerry Yemen, Andy Wicks and Matthew Dougherty were awarded the Best Case in Finance, Accounting and Control at The Case Centre Awards and Competitions 2014. The case is titled - “Deutsche Bank and the Road to Basel III”.

Conference and Seminar Presentations

• Beatrice Boulu-Reshef presented her paper “Organization Style, Leadership Strategy and Free-Riding” at the Rising Talents Seminar, Centre d’Economie de la Sorbonne, Université Paris 1 Panthéon-Sorbonne, Ecole Polytechnique Fédérale de Lausanne, College du Management de la Technologie, University of Arkansas, Walton School of Business, Department of Economics, University College London, Management Science and Innovation, University of Virginia and Darden School of Business, Dana Clyman Seminars. (December, 2014 – April, 2015).
• Raul Chao presented his paper, “Financial Distress and Risky Innovation” at Ohio State University, Fisher College of Business. (October, 2014)
• Martin Davidson presented his paper, “Let’s Talk About Gender and Diversity, Let’s Talk About You and Me,” at the Professional Development Workshop at the 2014 Academy of Management Annual Meeting, Philadelphia, PA.
• Yael Grushka-Cockayne presented her paper “Optimism Bias in Project Planning”, at the 2014 POMS Conference, Atlanta, GA.
• Jared Harris was on the “Leveraging the Power of Words in Governance Systems,” panel at the 2014 Academy of Management All-Academy Symposium, Philadelphia, PA.
• Jared Harris, R. Edward Freeman, Patricia Werhane, and Richard DeGeorge, were on the “Research Methods in Business Ethics” panel at the 2014 Society for Business Ethics, Philadelphia, PA.
• Jeremy Hutchinson-Krupat presented his paper “How Communication and Incentives Transform a Strategic Plan into Action” at the 2014 INFORMS Annual Meeting, San Francisco, CA.
• Tim Kraft presented his paper, “Managing the Chemicals and Substances in Products and Supply Chains” at the 2015 Environmentally Responsible Supply Chains Workshop in Atlanta, Georgia, invited session.

• **Jeanne Liedtka** was a Symposium panelist at the 2014 Annual Academy of Management Meeting, Technology and Innovation Management Division. The topic was “Innovating How We Teach Innovation”, Philadelphia, Pennsylvania.

• **Jeanne Liedtka** presented a workshop titled, “Can You Teach an Old Dog New Tricks?” at the 2014 Annual Academy of Management Meeting, Teaching Conference, Philadelphia, PA.

• **Bobby Parmar** presented on the topic of, “People vs. Profits” at the 2014 Annual Academy of Management Meeting, Philadelphia, PA.

• **Bobby Parmar** presented on the topic of, “Design Thinking and Ethics” at the 2014 Annual Meeting - Society for Business Ethics, Philadelphia, PA.

• **Gal Raz** presented on the topic of, “Environmental and economic Assessment of Remanufacturing Strategies for Product+Service Firms Under Monopoly and Competition” at the 2014 World Remanufacturing Summit organized by the Motor and Equipment Remanufacturing Association and the Rochester Institute of Technology, invited talk.


• **Rajkumar Venkatesan** presented his paper, “Media Attribution Models,” at the 2014 Explore Learning Marketing Leadership Meeting.

• **Rajkumar Venkatesan** presented his paper, “Myths Shattered by Big Data,” Analytics that Excite, at the 2014 Big Data Conference, Cleveland, OH.

• **Andy Wicks** presented his paper, “Value Creation for Stakeholders: A Research Agenda” at the Rotterdam School of Management, Rotterdam, Netherlands. (September, 2014)

• **Andy Wicks** presented his paper, “Value Creation for Stakeholders: A Research Agenda”, at the Rotterdam School of Management, Rotterdam, Netherlands. (September, 2014)

• **Andy Wicks** presented on the topic of, “Reflections on Value-Creation for Stakeholders and Sustainability in Supply Chains”. The presentation was part of a panel on Sustainability in Supply Chains, 2014 Academy of Management Annual Meeting, Philadelphia, PA.

Yi Zhang presented her paper “Differential Gaze Processing in Attractive and Anomalous Faces: A Social Affordance Approach.” This was a special Working Paper Session on Decision Neuroscience at the 2015 ISMS Marketing Science Conference, Baltimore, MD.

Yi Zhang and Ron Wilcox presented their paper “What the Hell, I’ll Buy That Beamer: The Detrimental Effect of Excessive Student Loan Debt on Price Sensitivity” at the 2015 Annual Interdisciplinary Symposium on Decision Neuroscience, MIT Sloan School of Management, Cambridge, MA.

**PUBLICATIONS**

*Published and Forthcoming Articles*


**Books**


**Book chapters**

O. Ayoko, & K. Jehn (Eds.), Handbook of Research in Conflict Management (pp. 136-154). United Kingdom: Edward Edgar Publishing.


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.

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**BRAD LAB ACTIVITIES**

- BRAD Lab’s participant pool now has more than 4000 participants, including undergraduates, graduates, MBA and staff.
- BRAD Lab now has new procedures and lab supplies such as lab dividers, sign posts to conduct experiments at three of our lab facilities on Darden grounds: Camp library (the Atelier, the Sheppard Reading Room and the Capital Markets Room that is equipped with Z-tree), at the VeconLab at Monroe Hall on main grounds, the JADE lab in Madison House on main grounds, in addition to other locations.
- BRAD Lab currently maintains an active list of over 20 undergraduate RAs majoring in economics, engineering, commerce and psychology for hire or course credit.
- BRAD Lab has one new researchers’ guideline
  - Guideline for Best Practices when Engaging Darden Students
- BRAD Lab hosted research workshops during 2014-2015 academic year including:
  - October 2014: Online Data Collection
  - December 2014: Research Methodology Workshop: Economics games that are rarely used in management studies.
  - January 2015: Publishing behavioral papers in management journals

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**INTERVIEW – JEREMY HUTCHISON-KRUPAT**

What led you to doing research in technology and operations management?

I was an operations manager long before I was a researcher of operations management. Likewise, I managed product development long before I was a researcher of product development and innovation. In this way I arrived at my field of study in a very bottom up manner. In other words, I did not look at an academic discipline and then arrive at a specialization. Rather, I was interested in the discipline of R&D, and how processes, and structure affected an organization’s ability to execute their objectives. The
discipline which ultimately is most aligned with the way I think about these problems is operations. Operations is about processes that transform inputs to outputs, and how to do this in the most efficient and effective manner. This said, as a researcher who studies organizational aspects related to product development, I am hardly who traditionalists would think of when they think of operations management.

What got you interested in doing behavioral research, and how are you expecting the behavioral approach to shape your research in the years to come?

This follows on my response to the prior question in the sense that I am most interested in the problem and topic first as opposed to the methodology. I feel behavioral methods are a strong complement to analytical modeling, my primary research tool. Using both methods allows me to approach a problem from a number of different angles, and together, these tools provide a better and more complete understanding of the underlying mechanisms at play in particular situations.

Where and how do you think your research can have the most impact?

My research is grounded in the desire to understand when and how specific processes and structures are most appropriate given an organization’s specific context and objectives. Naturally, my aim is to impact how we, as researchers, think about the systematic execution of innovation. Moreover, my aim is also to impact how we, as teachers, influence the decision making of practitioners who directly execute their organization’s innovation objectives. This means integrating insights from my research and my colleague’s research into the teaching I do with MBA’s and Executives. In the end, my aim is to help people understand the key differences between managing an innovation portfolio of organic initiatives and managing a financial portfolio; the projects that comprise an organization’s innovation portfolio are not exogenously defined, they emerge based on the structure and processes defined within an organization.

What are some ideas that you have been interested in lately?

Ever since my time as a PhD student I have always been very intrigued by the analysis of credible communication; if a sender’s cost to communicate is equal across all messages, then for any message to be influential, the receiver has to deem the message credible, or incentive compatible for both sender and receiver. The role of communication, in concert with incentives, and the richness that this adds to a manager’s role seems to have received relatively less attention when it comes to understanding the structure and processes that drive the execution of innovation objectives, more generally the execution of strategic objectives. As of late, I have been working on several papers which investigate when and how senior management can use communication as an important lever. The nice part of this is how the timing worked out really well. Last summer I went to see Beatrice Boulu-Reshef present a paper she was working on with Melissa Thomas-Hunt and Charlie Holt that incorporated leadership communication. Following this talk she and I had more conversations which eventually led to us working on a paper together!
UPCOMING BEHAVIORAL RESEARCH CONFERENCES

- **Babson College Entrepreneurship Research Conference**
  June 10-13, 2015, Wellesley, MA
- **Annual Behavioral Research in Operations Management Conference**
  June 24-26, 2015, Ithaca, New York
- **Economic Science Association World Meetings**
  July 23-25, 2015, Sydney, Australia
- **European Group for Organizational Studies Colloquium**
  July 2-4, 2015, Athens, Greece
- **Annual Conference of the International Association for Conflict Management**
  June 28- July 1, Clearwater Beach, Florida
- **Annual INGRoup Conference**
  July 23-25, 2015, Pittsburgh, PA
- **Annual Meeting of the Academy of Management**
  August 7-11, 2015, Vancouver, British Columbia, Canada
- **Annual Meeting of the Academy of Behavioral Finance & Economics**
  September 16-18, 2015, Philadelphia, PA
- **American Marketing Association’s Annual Marketing Conference**
  September 27-29, 2015, Austin, TX
- **North American Association for Consumer Research Conference**
  October 1-4, 2015, New Orleans, LA
- **INFORMS Annual Meeting**
  November 1-4, 2015, Philadelphia, PA
- **Annual Conference of The Society for Judgment and Decision Making**
  November 20-23, 2015, Chicago, IL
- **Southern Economic Association Annual Meeting**
  November 21-23, 2015, New Orleans, LA
- **American Economic Association Annual Meeting**
  January 3-5, 2016, San Francisco, CA
- **Annual Meeting of the Society for Personality and Social Psychology**
  January 28-30, 2016, San Diego, CA
- **Society for Consumer Psychology 2014 Conference**
  February 25-27, 2016, St. Pete Beach, FL

For comments and suggestions, please e-mail BRAD-admin@darden.virginia.edu.