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BEHAVIORAL RESEARCH ACTIVITIES by BRAD LAB MEMBERS

Completed and on-going studies

- Anton Ovchinnikov, Béatrice Boulu-Reshef and Phil Pfeifer conducted 9 laboratory experiments for their research on the revenue management of firms with limited capacity.
- Béatrice Boulu-Reshef, Sean Carr and Graciela Kuechle are currently conducting series of online and laboratory experiments to study investment heuristics, and in particular affordable loss.
- Kristin Behfar recruited two RAs, ran 4 experimental studies with 1000+ subjects. She presented her work at the social psychology lunch seminar at the Psychology Department.
- Jesse Kluver conducted test-retest survey experiment on the moral determinants of voluntary turnover.
- Jesse Kluver conducted a psychophysiological field experiment on how workgroup identity affects the flow of the neuropeptide oxytocin as well as ACTH (related to stress).
- Jesse Kluver conducted three lab experiments on how synchronized movement attenuates psychological depletion, alters perceptions of blood glucose levels, and enhances self-efficacy.
- Bidhan Parmar conducted a series of online experiments to assess what kinds of moral information people pay attention to when making ethical decisions.
- Andy Wicks, Adrian Keevil, Tom Jones (University of Washington) and Lorenzo Lucianetti (University of Chieti and Pescara Viale) are partnering with Project Implicit to build an online study to measure effects of reputation on stakeholder selection. They are measuring decisions using explicit and implicit measures.
- Jared Harris, Adrian Keevil and Andy Wicks are completing a manuscript that reports the findings from a laboratory study measuring the effects of the news media on stakeholders’ trust in business. This was also in collaboration with Project Implicit.
- Adrian Keevil, Jared Harris and Andy Wicks are also completing a manuscript that reports the findings from a study which examines the effects of organizational justice at work on individuals trust in business.
• Yi Zhang and Kathryn Sharpe are currently conducting a series of online studies on recency and primacy effects with consumer choices of hedonic goods. Completed studies recruited over 4000 Amazon Turk participants.
• Kathryn Sharpe, Lucia Tejada and Yi Zhang are currently investigating the connection between quality of a relationship and the choice of a vice or virtue good.
• David Mick (UVA McIntire), Kathryn Sharpe and Yi Zhang are currently conducting an online study on the folk psychology of materialism and morality in the context of consumer promotions.
• Kelly Raz recruited multiple RA’s and conducted 2 laboratory experiments for her research with Melissa Thomas-Hunt on gender negotiation and credit taking. Additionally, they ran multiple studies on Amazon Turk with 1000+ subjects to study gender negotiation and the effects of status on task performance.
• Ron Wilcox and Yi Zhang are currently conducting an online study examining the impact of student loan debt on consumer price sensitivity. Participants included over 400 Darden first-year and second-year MBA students and over 500 Amazon Turk participants.

Awards and Recognition

• Béatrice Boulu-Reshef is the finalist of the William Waters Grant 2012 of the Association for Social Economics and a Batten Fellow 2012 of the Batten Institute of the Darden School.
• Sean Carr was selected as a recipient of a 2013 Kauffman Dissertation Fellowship. His dissertation proposal was selected by a panel of reviewers as one of the 15 best submissions from among a very competitive pool of the 150 proposals submitted.
• Casey Lichtendahl Jr.’s. and Samuel E. Bodily’s paper “Preferences for Consumption Streams: Scale Invariance, Correlation Aversion, and Delay Aversion Under Mortality Risk” that appeared in Operations Research in July–August 2010 was a finalist for the 2012 Decision Analysis Publication Award given to recognize the best publication in “decision analysis broadly defined” appearing in 2010.
• Bobby Parmar was invited to join the editorial board of Organization Science.
• Anton Ovchinnikov was invited to serve on the Editorial Review Board of the Journal of Operations Management.

Conference Presentations

• Kristin Behfar presented “Understanding and managing value asymmetry in multicultural teams with Western and Middle Eastern Members” at the Academy of Management, Boston, MA, August 2012.
• Kristin Behfar presented “From Self-to Other-Centric: The impact of team (dis)satisfaction and psychological safety on performance evaluation biases” at the Interdisciplinary Network for Groups Research (INGRoup), Chicago, IL, August 2012.
• Anton Ovchinnikov presented “Environmental and Economic Assessment of Remanufacturing Strategies for Product+Service Firms,” DSI Annual meeting in November, 2012.
• Anton Ovchinnikov presented “Revenue Management with Lifetime Value Considerations,” and “Environmental and Economic Assessment of Remanufacturing Strategies for Product+Service Firms.” He was also the session chair for “Behavioral issues in Revenue Management” at the INFORMS Annual meeting in October, 2012.
• Anton Ovchinnikov presented “Primer on Behavioral Research in Operations Management”, Winter Operations Conference, February 2013, Salt Lake City, USA.
• Anton Ovchinnikov presented “Impact of Inventory Risk on Market Prices” at POMS Annual Meeting, May 2013, Denver, USA

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 - Fall 2012-Spring 2013

• BRAD Lab’s participant pool now includes 3,250 participants, including undergraduates, graduates, MBA and staff.
• BRAD LAB currently maintains an active list of over 20 undergraduate RAs majoring in economics, engineer, commerce and psychology for hire or course credit.
• Béatrice Boulu-Reshef conducted the Fall BRAD Lab Workshop on the methodology of experimental and behavioral economics, focusing on the research areas that are at the core of Darden BRAD Lab’s faculty interests. Yi Zhang conducted the Spring BRAD Lab Workshop on latest topics in consumer behavioral research. You can access notes from these workshops under BRAD Lab’s For Researchers page.

INTERVIEW – TIM KRAFT

What led you to doing research in operation management?

When I was an undergraduate in industrial engineering at Georgia Tech, I either worked in or studied operations management. I always particularly enjoyed supply chain management problems, as I found multi-firm and multi-cultural issues to be fascinating. Since those were the problems that I enjoyed when I was working, going into research in this area made natural sense.

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?

I think OM behavioral research is a growing area. I relate it to when contracting became a popular topic in OM. If you look back at some of the early work in contracting, you’ll see the problems are actually pretty simple. However, the complexity and the rigor of the work have grown of the years. Similarly, with OM behavioral research I think we are starting to get past that initial phase. Now you’re finding a lot of folks in OM that have been properly trained during their PhDs on experiments-based research, and less folks like myself who are trying to pick it up later in life.

My own research looks at environmental and social issues in supply chain management. I expect behavioral research to be one of the methodologies I use, but I don’t expect people to think of me as a behavioral researcher; it is just that I will work on some behavioral papers within this bigger frame of sustainability and social responsibility.

I’m currently working on a topic with my old office mate and her PhD student. She was trained in behavioral economics, so she’s one of those that saw it from the beginning as a really cool field to go into. We are investigating supply chain transparency, and whether customers really value transparency regarding a company’s labor force, or the environmental performance of a company’s supply chain.
Are you looking for more empirical insights or theoretical insights?

Right now, it’s more empirical in the sense that it’s a pure lab experiment and we are interested in getting directional insight into whether and when there is value in transparency. But in the long run, one question will be whether we can tie it into a theoretical component. A lot of the OM papers do try to make this connection. It’s hard to do, but it can be an interesting comparison that challenges the existing theory.

What are your expectations of BRAD Lab?

The one thing I have noticed with BRAD, and behavioral research in general, is that it is a really good topic for tying people across different research disciplines. For us here at Darden, this is really important because all of the sudden areas like Finance, Marketing, Operations Management and Decision Analysis can start to have meaningful research conversations. With a lot of other methodologies, these conversations are not as easy. Some people analyze big data sets, some work with surveys and interviews; I personally do a lot of work with theoretical game theory and stochastic processes. But now with behavioral research, there can be a common language.

Most of your research is on sustainability, where do you think your research can have an impact?

Actually, I am very excited about the behavioral topic I am currently working on, supply chain transparency, because I think there is a potential for the topic to really grow in the next few years. We see companies like Patagonia, design their website to enable consumers to see the numbers of employees in their suppliers’ facilities, who is the manager of that facility, and in what region in China is it located. The question is then: Is there some value in presenting this detailed information to the consumer or is there just value in saying “we are certified”?

What are the most recent ideas you have been interested in?

Have you heard of fast-fashion? Zara is well known for turning over its designs very quickly. They do not produce large quantities and shove their goods out there, hoping that the market will like the product. Instead, they adapt to the market and they make themselves very flexible. But with fast-fashion, there are environmental issues. Recently there was an article saying that Zara’s goods have some pretty strong chemicals in them and that the quality of the clothes is not as good because they are meant to be more disposable and not have staying power. In that sense, it would be an interesting topic to examine because everyone right now seems to be so positive on fast fashion. Maybe there is something interesting there to look at: “Fast fashion, not as good as you think”, I think I have the title already.

UPCOMING BEHAVIORAL RESEARCH CONFERENCES and WORKSHOPS

- Babson College Entrepreneurship Research Conference
  5-8 June 2013, Lyon, France
- Annual Meeting of the Society for the Advancement of Socio-Economics
27-29 July 2013, Milan, Italy
- **Annual Conference of the International Association for Conflict Management**
  30 June – 3 July 2013, Tacoma, WA
- **European Group for Organizational Studies Colloquium**
  4-6 July 2013, Montreal, Canada
- **2013 Annual INGRoup Conference**
  11-13 July 2013, Atlanta, GA
- **2013 Economic Science Association World Meetings**
  11-14 July 2013, Zurich, Switzerland
- **73rd Annual Meeting of the Academy of Management**
  9-13 August 2013, Orlando, FL
- **American Marketing Association’s Annual Marketing Conference**
  9-11 September 2013 New Orleans, LA
- **5th Annual Meeting of the Academy of Behavioral Finance & Economics**
  17-20 September 2013, Chicago, IL
- **2013 North American Association for Consumer Research Conference**
  3-6 October 2013, Chicago, IL
- **INFORMS Annual Meeting**
  6-9 October 2013, Minneapolis, MN
- **2013 North-American Economic Science Association Conference**
  24-26 October 2013, Santa Cruz, CA
- **25th Annual European Association for Evolutionary Political Economy Conference**
  7-9 November 2013, Paris, France
- **Annual Conference of The Society for Judgment and Decision Making**
  15-18 November 2013, Toronto, Canada
- **Southern Economic Association 83rd Annual Meeting**
  23-25 November 2013, Tampa, FL
- **American Economic Association Annual Meeting**
  3-5 January 2014, Philadelphia, PA
- **15th Annual Meeting of the Society for Personality and Social Psychology**
  13-15 January 2014, Austin, TX
- **Society for Consumer Psychology 2014 Conference**
  20-22 February 2014, Miami, FL

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