

# LALIN ANIK

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Darden School of Business,  
University of Virginia, Charlottesville, VA  
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## ACADEMIC AND EMPLOYMENT HISTORY

- 2015+ Darden School of Business, University of Virginia, Charlottesville, VA  
Assistant Professor of Marketing
- 2011-2015 Duke University, Durham, NC  
Postdoctoral Fellow, Marketing, Fuqua School of Business  
Advisor: Dan Ariely
- 2011 Harvard Business School, Boston, MA  
Doctorate of Business Administration in Marketing  
Dissertation: “Experiments in Social Networks”  
Committee: Michael Norton (Chair), John Gourville, Tom Steenburgh,  
Elizabeth Dunn
- 2006 Brandeis University, Boston, MA  
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

- 2018-19 Top 10% of Authors on SSRN (of all times)  
Social Science Research Network
- Top 10% of Authors on SSRN (downloads in the past 12 months)  
Social Science Research Network
- “Top 40 Business School Professors under 40”  
Poets and Quants
- Selected as the Graduating Class Marshal  
Darden School of Business, University of Virginia
- Received the Faculty Diversity Award

Darden School of Business, University of Virginia

Nominated for the Outstanding Faculty Award  
Darden School of Business, University of Virginia

Recognized as one of the “Favorite Professors of Top MBA”s  
Poets and Quants

2017-18 Recognized for being among the top 10% of faculty for teaching  
Darden School of Business, University of Virginia

Nominated for the Young Scholar Award  
Turkish American Scientists and Scholars Association

“Ten Business School Thinkers to Watch”  
Business Life, British Airlines

Selected by Section B Students to deliver their “Last Lecture”  
Darden School of Business, University of Virginia

2016-17 Received the Faculty Diversity Award  
Darden School of Business, University of Virginia

Nominated for the Outstanding Faculty Award  
Darden School of Business, University of Virginia

Recognized for being among the top 10% of faculty for teaching  
Darden School of Business, University of Virginia

2015-16 Recognized for being among the top 10% of faculty for teaching  
Darden School of Business, University of Virginia

2011-15 Postdoctoral Fellowship  
Duke University

2015 The Monti Invited Storyteller, Theme “Best Day Ever”  
Durham, North Carolina

2014 The Monti Invited Storyteller, Theme “Big Game”  
Durham, North Carolina

2013 The Monti Storytelling GrandSlam Finalist, Theme “Nuclear Family”  
Durham, North Carolina

2012 The Monti Storytelling Slam Winner, Theme “Nature”  
Durham, North Carolina

- 2011           AMA Sheth Consortium Fellow  
Oklahoma State University
- The Wyss Dissertation Award (\$10K) for Excellence in Doctoral Research  
Harvard Business School
- 2006-11       Graduate Fellowship  
Harvard Business School
- 2009           Fellow at the Summer Institute in Social Psychology (SISP)  
Northwestern University
- 2008           Travel Grant for SJDM Preconference  
University of Chicago Booth School of Business
- Fellow at the Bounded Rationality Summer Program  
Max Planck Institute
- 2006           Bachelor of Arts *magna cum laude* and High Honors  
Brandeis University
- Joseph M. Linsey Athletic & Academic Fellowship  
Brandeis University
- 2002-06       Dean’s List (all four years)  
Brandeis University
- Presidential Scholarship (all four years)  
Brandeis University
- 2003           Fellow at the Sleep for Science Program  
E. P. Bradley Hospital, Brown University

## **PUBLICATIONS**

### **Refereed Journal Articles**

- Anik, Lalin and Michael Norton (in press), “On Being the ‘Tipping Point’: Threshold Incentives Motivate Behavior”, *Journal of Association for Consumer Research*.
- Dubois, David and Lalin Anik (in press), “From Style to Status and to Power: When and Why Do Stylistic Choices in Footwear Make Women Feel and Act Powerful?” *Advances in Strategic Management*.

- Garcia-Rada, Ximena, Lalin Anik and Dan Ariely (2019), "Consuming together (vs. separately) makes the heart grow fonder," *Marketing Letters*, 30(1), 27-43.
- Hayran, Ceren, Lalin Anik and Zeynep Gurhan-Canli (2016), "Feeling of Missing Out (FOMO) and Its Marketing Implications," *Marketing Science Institute Working Paper Series*, 16-131.
- 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 Seb Murray (2019), "Thinking of You: Consumer Decisions that Make the Heart Grow Fonder," *Ideas to Action*.
- Anik, Lalin and Michael Norton (2019), "How Charities Can Use Tipping Points to Get You To Donate," *Wall Street Journal*.
- Anik, Lalin (2018), "How Soccer's Video Assistant Referee (VAR) Influences Belief in Human Referees' Competence," *Behavioral Scientist*.
- Anik, Lalin, Johnny Miles and Ryan Hauser (2017), "How to Be Cool," *Ideas to Action*.
- Anik, Lalin (2017), "Cool Brands and Special Bonds: 007 and Heineken," *Ideas to Action*.
- Anik, Lalin (2017), "A Marketing derring-do: James Bond Fancies a Heineken," *Washington Post*.
- Anik, Lalin and Christina Black (2017), "Early Entrepreneurship: 3 Deeper Benefits of the Ask," *Ideas to Action*.

Anik, Lalin and Laura Steenburgh (2017), “A Holy Grail for Fundraisers? Donors who Keep On Giving,” *Washington Post*.

Anik, Lalin and Katherine Bowers (2016), “Consumer Pokéonomics: 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**

“One of a Kind: The Strong and Complex Preference for Unique Treatment from Romantic Partners” with Ryan Hauser (*under 3<sup>rd</sup> round review*)

“A Threat to Loyalty: Fear of Missing Out (FOMO) Leads to Reluctance to Repeat Current Experiences” with Ceren Hayran and Zeynep Gürhan-Canlı (*under review*)

## MANUSCRIPTS IN PREPARATION

- “Stuck On You: Psychological and Computational Mechanisms Underlying Why Some People Cannot Move On” with Erdem Pulcu
- “Feedback as a Two-Way Street: When and Why Rating Consumers Backfires” with Tami Kim and Luca Cian
- “The Effects of Restrictive Framing on Policy Support” with Ryan Hauser
- “Feeling of Missing Out (FOMO) and Its Marketing Implications,” with Ceren Hayran and Zeynep Gürhan-Canlı
- “The “Shareholder Value” Heuristic: The Effect of a Deliberative State on Ethical Business Decision-Making” with Ryan Hauser and Dan Ariely
- “Matchmaking vs. Networking: Examining the Consequences of this Tension” with Lara Aknin
- “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

## COURSE MATERIALS

- Anik, Lalin, and Aerika Mittal. *Rohvi*. Darden Business School Case Draft.
- Anik, Lalin. *Behavior Change Exercises A, B, and C*. Darden Business School Case Draft.
- Anik, Lalin, and Johnny Miles. *From Heineken with Love: James Bond Product Promotion*. Darden Business School Case M-0952.
- Anik, Lalin, and Johnny Miles. *From Heineken with Love: James Bond Product Promotion*. Darden Business School Teaching Note.
- Anik, Lalin, Johnny Miles and Ryan Hauser. *A General Theory of Coolness*. Darden Business School Case M-0953.
- Anik, Lalin, and Ryan Hauser. *Behavioral Science in the Marketplace*. Darden Business School Case M-0950.
- Anik, Lalin, and Ryan Hauser. *Experimentation Caselets*. Darden Business School Case M-0951.
- Anik, Lalin, Tom Steenburgh and Laura Steenburgh. *GlobalGiving*. Darden Business School Case M-0938.
- Anik, Lalin, Tom Steenburgh and Laura Steenburgh. *GlobalGiving*. Darden Business School Teaching Note M-0938TN.

## CONFERENCE PRESENTATIONS

### Paper Presentations

\*denotes equal authorship

- Garcia-Rada, Ximena, Lalin Anik and Dan Ariely (May 2019), “Consuming Together (vs. Separately) Makes the Heart Grow Fonder,” University of Warsaw Faculty of Management, Warsaw, Poland.

Anik, Lalin (May 2019), "Collective Impact and Consumer Behavior," University of Warsaw Faculty of Management, Warsaw, Poland.

Anik, Lalin and Ryan Elder (May 2019), "Seminar on Field Experiments," University of Warsaw Faculty of Management, Warsaw, Poland.

Kim, Tami, Lalin Anik\* and Luca Cian\* (May 2019), "Feedback as a Two-Way Street: When and Why Rating Consumers Backfires," Theory and Practice in Marketing Conference, Columbia University, NY.

Kim, Tami, Lalin Anik\* and Luca Cian\* (February 2019), "Feedback as a Two-Way Street: When and Why Rating Consumers Backfires," Society of Consumer Psychology, Savannah, GA.

Anik, Lalin and Michael Norton (October 2018), "On Being the 'Tipping Point': Social Threshold Incentives Motivate Behavior," NOBEC Workshop on Norms and Behavior Change, Philadelphia, PA.

Anik, Lalin and Michael Norton (June 2018), "On Being the 'Tipping Point': Social Threshold Incentives Motivate Behavior," JACR Boutique Conference on Prosocial Consumer Behavior, British Columbia, Canada.

Anik, Lalin, Ryan Hauser and Lara Aknin (June 2018), "One of a Kind: Our Selfish Preference for Unique Kindness," Behavioral Decision Research in Management, Boston, MA.

Anik, Lalin, Ryan Hauser and Lara Aknin (May 2018), "One of a Kind: Our Selfish Preference for Unique Kindness," Marketing Academic Research Colloquium, State College, PA.

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, Dan Ariely and Lalin Anik (October 2016), "Is Ignorance Truly a Bliss for Today's Consumers?" Association for Consumer Research Doctoral Colloquium, Berlin.

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. Akin, 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. Akin, 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. Akin, 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, Colorado Springs, CO  
 03/14/2017 Behavioral Economics Summit, Capital One, Chicago, IL  
 05/12/2017 Behavioral Economics Summit, Capital One, McLean, VA  
 09/23/2017 ESTEAM Summit, Charlottesville, VA  
 10/24/2017 Panelist at the Building Resilience Event, University of Virginia  
 11/01/2017 Tech Talk, Technology Club, University of Virginia  
 04/03/2018 GWIB Gender Equity Week, University of Virginia  
 04/27/2018 Darden Alumni Days, University of Virginia

08/21/2018 Mini TED Talk to the Darden Class of 2020, University of Virginia  
 10/01/2018 Tech Talk, Technology Club, University of Virginia  
 10/19/2018 Darden GWIB Conference, University of Virginia  
 10/24/2018 Resilience Week, University of Virginia  
 01/23/2019 Fireside Impact Stories, Net Impact Week, University of Virginia  
 02/08/2019 Panelist at the Darden Days, University of Virginia  
 04/02/2019 GWIB Gender Equity Week, University of Virginia  
 04/16/2019 PhD Panel, University of Virginia  
 04/26/2019 Darden Alumni Day, University of Virginia  
 06/26/2019 US Chamber of Commerce, Washington D.C.  
 08/21/2019 Mini TED Talk to the Darden Class of 2020, University of Virginia  
 11/06/2019 Brand Week, Istanbul, Turkey

## GRANTS

Kim, Tami, Lalin Anik and Shruti Koley (2018). “Keeping Consumers in Check through Feedback, ” Batten Institute Research Grant: \$8,347.

## TEACHING EXPERIENCE

**Darden School of Business, Charlottesville, VA**

*First Year Marketing* (Required MBA Course)

- Fall 2018, Teaching Effectiveness – 4.90/5.00
- Fall 2017, Teaching Effectiveness – 5.00/5.00
- Fall 2016, Teaching Effectiveness – 5.00/5.00
- Fall 2015, Teaching Effectiveness – 5.00/5.00

*Deviant Marketing* (Second Year MBA Elective Course)

- Winter 2019, Teaching Effectiveness – 5.00/5.00
- Winter 2018, Teaching Effectiveness – 5.00/5.00
- Winter 2017, Teaching Effectiveness – 5.00/5.00

Executive Education Teaching (Leadership Residency, PAD Peru, Capital One, NAMIC, US Chamber of Commerce, Geico)

**Fuqua School of Business, Durham, NC**

*Labor and Motivation Lecture on Coursera*

*Behavioral Economics Lecture* (PhD Course)

*Motivation and Incentives Lecture* (part of a 2<sup>nd</sup> year MBA Elective)

**Harvard Business School, Boston, MA**

*Course Assistant for the First Year Marketing (Required MBA Course)*  
*Executive Education Teaching (Women's Leadership Forum)*  
*Senior Thesis Advisor (Psychology Department)*

## **OTHER EXPERIENCE**

### **Academic**

- 2003-2006    **Brandeis University**, Waltham, MA  
Research Lab Assistant of Professor Derek Isaacowitz (Psychology Department)
- 2004        **London Business School**, London, UK  
Research Lab Assistant of Professor Nader Tavassoli (Marketing Department)
- 2003        **E.P. Bradley Hospital, Brown University Medical School**, Providence, RI  
Research Lab Assistant of Professor Mary Carskadon (Sleep Laboratory)
- 2001        **Nicholas School of Duke University**, Beaufort, NC  
Research Lab Assistant of Professor Dan Rittschof (Marine Biology Department)

### **Industry**

- 2006        **Arnold Worldwide Advertising**, Boston, MA  
Intern (Brand Planning Department)
- 2005        **McCann World Group Advertising**, Istanbul, Turkey  
Intern (Strategic Planning and Creative Departments)
- 2005        **Fenerium Marketing**, Istanbul, Turkey  
Brand Manager

## **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  
Journal of Personality and Social Psychology  
Marketing Science  
Personality and Social Psychology Bulletin  
PLoS ONE

Psychological Science  
Scandinavian Journal of Psychology

*Area Editor:*  
SAGE Open

*Reviewer (Grants):*  
Israel Science Foundation  
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:*  
University of Virginia, Darden School of Business, Dean's Reappointment Committee, 2018  
University of Virginia Social Psychology Faculty Recruitment Committee, 2018  
Harvard Business School Faculty Mentorship Award Selection Committee, 2010

*Service and mentoring:*  
Darden Basketball Club Faculty Sponsor, 2017-present  
Independent projects with MBA students, Darden School of Business, 2015-present  
Marketing Speaker Series, Darden School of Business, 2018  
E.J.Gallo Case Competition Judge, Darden School of Business, 2018  
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**

- 2017      **University of Virginia, Charlottesville, VA**  
Course Design Institute at the Center for Teaching Excellence
- 2009      **Northwestern University, Evanston, IL**  
Summer Institute in Social Psychology
- 2008      **Max Planck Institute, Berlin, Germany**  
Fellow at the Summer Institute on Bounded Rationality in Psychology and Economics

## **OTHER ACTIVITIES**

- 1992-2006      **Competitive Swimmer**  
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
- 1998+      **Swimming Coach**

### **Hobbies**

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

### **Languages**

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