

NINA MAŽAR

PROFESSOR OF MARKETING

ACADEMIC HISTORY

- 2018-present *Professor of Marketing*
- *Research Fellow, BU Rafik B. Hariri Institute for Computing and Computational Science & Engineering (since 07/2022)*
 - *Fellow, BU Questrom Susilo Institute for Ethics in the Global Economy (since 07/2021)*
 - *Core Faculty, BU Center for Emerging Infectious Diseases Policy & Research (since 07/2021)*
- Questrom School of Business, Boston University*
01/2022 – 07/2022: Sabbatical (incl. visiting scholar at IESE & Bejavioral Lab, Barcelona, Spain)
01/2018 – 07/2021: Co-Director BU Questrom's Susilo Institute for Ethics in the Global Economy
- 2013 - 2017 *Associate Professor of Marketing (with tenure)*
Co-Originator & Co-Director BEAR – Center for Behavioral Economics in Action
Rotman School of Management, University of Toronto
11/2015 – 11/2017: Academic Leave – eMBed, The World Bank (incl. Maternity Leave)
08/2013 – 07/2014: Sabbatical (incl. visiting scholar at NYU Stern School of Business, NYC)
- 2007 *Assistant Professor of Marketing*
Rotman School of Management, University of Toronto
03/2010 - 06/2010: Sabbatical (incl. visiting scholar at NYU Stern School of Business, NYC)
- 2003 *Post-Doctoral Associate & Lecturer in Marketing*
Sloan School of Management & Media Lab eRationality Group, MIT
Advisor: Prof. Dan Ariely
- 08/2003 *Ph.D. equivalent in Marketing*
School of Management and Economics, Johannes Gutenberg-University, Mainz
Graduation as “Dr. rer. pol.” with “summa cum laude” (i.e. with highest honor)
Thesis: “Interactive Decision Aids – Effects on Consumers, Retailers, and Manufacturers”
Advisor: Prof. Andreas Herrmann
Minors: Behavioral Economics (Prof. Dan Ariely, MIT) & Political Economics (Prof. Hartwig Bartling)
09/2001 - 08/2003: Visiting Ph.D. Student in Marketing
Sloan School of Management & Media Lab eRationality Group, MIT
- Research Assistant of Prof. Dan Ariely (2002/2003)
- Research Assistant of Prof. Drazen Prelec (2001/2002)
- 06/1999 *Master of Science equivalent in Management*
School of Management and Economics, Johannes Gutenberg-University, Mainz
Graduation as “Diplom-Kauffrau”, Grade: 1.8 (scale 1:excellent to 6:unsatisfactory)
Thesis: “Brand Extension”
Majors: Marketing (Prof. Andreas Herrmann) & Information Systems (Prof. Herbert Kargl)
Minor: Economic Policy (Prof. Hartwig Bartling, Prof. Aloys Prinz, & Prof. Werner Zohnhörer)

NON-ACADEMIC POSITIONS

- 2010 - *Co-Founder & Chief Scientific Advisor*
 present BEworks Inc., Toronto
 One of the 1st behavioral economics management consulting companies (acquired by Kyu in 2017)
- 2015 - *Senior Behavioral Scientist (two year-academic leave)*
 2017 eMBED (Mind, Behavior and Development Team), The World Bank, D.C.
- 1999 - *Management Consultant*
 2001 ManagementTeam GmbH, Wiesbaden

HONORARY ENGAGEMENTS

- 2022 - *Faculty Advisory Board Member*
 present Research Priority Area (RPA) “Organizational Ethics”
 University of Amsterdam, The Netherlands
- 2021 - *Faculty Advisory Board Member*
 present Center for Emerging Infectious Diseases Policy and Research (CEID)
 Boston University
- 2020 - *Faculty Advisory Board Member*
 2025 Grant “Trust in the Sharing Economy”, PI: Shaul Shalvi, Center for Experimental
 Economics & Decision Making (CREED)
 University of Amsterdam, The Netherlands
- 2019 - *Team Scientist Member*
 present Behavior Change for Good Initiative (BCFG), University of Pennsylvania
- 2018 - *Advisory Board Member*
 present Social Science Observatory, San Francisco, CA
- 2018 - *Scholar Council Member*
 present Longpath Labs
- 2017 - *Fellow*
 present BEAR – Center for Behavioral Economics in Action at Rotman, University of
 Toronto (with an interruption from 2019-21).
- 2013 - *Advisory Board Member*
 2018 Irrational Labs, San Francisco, CA
- 2019 - *Board of Directors*
 2021 John Winthrop School for Young Children, Boston, MA

- 2015 - *Advisory Board Member*
2019 Martin Prosperity Institute, Rotman School of Management, University of Toronto
- 2016 - *Advisory Committee Member*
2018 Privy Council Office Innovation Hub for Behavioral Economics, Canada
- 2016 - *BE Advisory Board Member*
2017 Austrian Federal Minister for Families and Youth
(together with Profs. Erich Kirchler, Martin Kocher, and Matthias Sutter)
- 2014 - *Underground Economy Advisory Committee*
2017 Minister of National Revenue, Canada
- 2014 - *Roundtable Member*
2015 Underground & Sharing Economy, Ontario Chamber of Commerce

HONORS / AWARDS

- 2023 *Thinkers50 Radar Class of 2023* (1/23)
- 2023 *Financial Times Responsible Business Education Award* for co-authored paper: “Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment,” *Journal of Marketing*. (1/15)
- 2022 My Book “Behavioral Science in the Wild” was
 - 2022 Habit Weekly Award – Voted “Best Book of the Year” (12/27)
 - Selected to be part of Notable Books of 2022 “by BehavioralScientist.org (12/7)
 - Selected “Book of the Month” by Habit Weekly (9/22)
 - Selected to be part of the 2022 Summer Reading List by Rare.Org
 - Selected to be part of Summer Book List 2022 by BehavioralScientist.org
- 2022 *Finalist for the 2022 AMA/Marketing Science Institute H. Paul Root Award* for co-authored paper: “Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment,” *Journal of Marketing*.
The award is given to a paper published in the *Journal of Marketing* that has made a significant contribution to the advancement of the practice of marketing in a calendar year.
- 2021 *BU Questrom McCombe Research Award*
- 2022-2017 *Top 10% of Authors on SSRN by all-time downloads*
- 2020 *10% Most Downloaded Papers published in 2018-2019* for co-authored article “If you are going to pay within the next 24 hours, press 1: Automatic planning prompt reduces credit card delinquency,” *Journal of Consumer Psychology*

- 2018 *Finalist for Best Article Award* for co-authored article “Providing health checks as incentives to retain blood donors – evidence from two field experiments,”
International Journal of Research in Marketing
- 2017 *Outstanding Research Impact Award*
Rotman School of Management, University of Toronto
- 2015 *Special Issue Best Paper Award* for co-authored article “Advance Payment Systems: Paying Too Much Today and Being Satisfied Tomorrow”
International Journal of Research in Marketing; Special Issue on Marketing and Innovation
- 2015 *Finalist for Best Article Award* for co-authored article “Advance Payment Systems: Paying Too Much Today and Being Satisfied Tomorrow”, International Journal of Research in Marketing
- 2014 Named one of “*The 40 Most Outstanding B-School Profs Under 40 In The World*”
Poets and Quants
- 2013 *2012 William F. O’Dell Award* for co-authored article “The Dishonesty of Honest People: A Theory of Self-Concept Maintenance”, Journal of Marketing Research
This award is for the article published in 2008 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.
- 2013 Named *Science Leadership Program Fellow* in Canada (inaugural cohort)
- 2013-
2009 *Excellence in Teaching Award* (5 years in a row)
Rotman School of Management, University of Toronto
- 2012 *Best Poster Award* for co-authored research project “Is there a common ‘cost’ currency system? Neural correlates of abstract and somatosensory costs during value integration” , Society of Neuroeconomics
- 2011 *2010 Dean’s Award for Excellence in Research*
Rotman School of Management, University of Toronto
- 2011 “*The Next Big Idea: 10 big concepts that could shape the future*” for my research program on dishonesty, University of Toronto Magazine
- 2009 Nominee for the *2009 SSHRC Aurora Prize for “Outstanding New Researcher”*
Social Sciences and Humanities Research Council of Canada
- 2007 “*Breakthrough Ideas for 2008*” for co-authored article “The Dishonesty of Honest People: A Theory of Self-Concept Maintenance”, Harvard Business Review
- 1999-
1996 *Scholarship*, German Academic Scholarship Foundation (Studienstiftung des Deutschen Volkes)
Granted to ¼ percent of the university student population in Germany

- 1994 *Book Award*, Foundation of the German Chemical Industry
For one of the best students with a chemistry major in high school in Germany

RESEARCH GRANTS

ACTIVE

- 2022-25 *National Science Foundation, SaTC award*, \$550,000, 3 years
PI: Marshall Van Alstyne (BU), Co-PIs: Ran Canetti (BU) and Mayank Varia (BU) – I am a Co-Investigator, together with David Rand (MIT) and Gordon Pennycook (UofRegina). Topic: Using Markets to Address Manipulated Information Online
- 2022-23 *National Science Foundation, PIPP Phase I*, \$999,997, 18 months
PI: Yannis Paschalidis (BU), Co-PIs: Eric Kolaczyk (BU), Diane Joseph-McCarthy (BU), Nahid Bhadelia (BU), and Jonathan Epstein (EcoHealth Alliance) – I am a Co-Investigator, together with a multitude of other researchers. Topic: Predicting and Preventing Epidemic to Pandemic Transitions

INACTIVE/COMPLETED

- 2021-22 *Boston University Center for Emerging Infectious Diseases (CEID) Policy & Research*, Seed Award, \$5,400, 12 months
Co-PIs: Nina Mazar (BU) and Dr. Cassandra M. Pierre (BU).
- 2021-22 *Boston University Impact and Measurement & Allocation Program IMAP*, Proof of Concept Award, \$20,000, 10 months
Nina Mazar (sole PI). Research with Romain Cadario and Aaron Nichols.
- 2021-22 *Robert Wood Johnson Foundation, Pioneering Ideas*, \$260,000, 9 months
Nina Mazar (sole PI). Research with Rahul Ladhania (UMichigan) and Lyle Ungar (UPenn). Topic: Improving Health Equity: Increasing Vaccine Uptake During the COVID-19 Pandemic with a Focus on Under-Represented Minorities
- 2015-17 *Harold Crabtree Foundation*, \$50,000, 2 years
with Nicola Lacetera (University of Toronto, sole PI) – I am a Co-Investigator. Topic: Enhancing organ donor registration rates through strengthening ServiceOntario customer representatives' motivations: Observational studies and field interventions
- 2014-16 *DCIT Desautels Institute for Integrative Thinking*, \$41,000, 2 years
- 2014-16 *Michael Lee-Chin Family Institute*, \$10,000, 2 years
- 2013-15 *SSHRC Insight Development*, \$70,000, 2 years
with co-investigator Jennifer Jordan (University of Groningen)
1st of all 13 Canada-wide submissions to the committee
- 2012-17 *SSHRC Insight*, \$155,000, 5 years
2nd of all 139 Canada-wide submissions to the committee
- 2011-13 *Michael Lee-Chin Family Institute*, \$10,000, 2 years
with co-investigator Nicole Robitaille (PhD candidate, University of Toronto)
- 2009-11 *Michael Lee-Chin Family Institute*, \$10,000, 2 years
with co-investigator Pankaj Aggarwal (University of Toronto)
- 2009-12 *SSHRC Standard Research* (incl. teaching stipend), \$95,000, 3 years
1st of all 119 Canada-wide submissions to the committee 410-29

- 2008-10 *DCIT Integrative Thinking Research Network*, \$10,000, 2 years
 2007-09 *Connaught Start-Up*, \$10,000, 2 years

RESEARCH INTERESTS

Consumer Behavior, Behavioral Economics, Judgment & Decision Making, Pricing, Financial Decision Making, Incentives, Morality, Pro-Social Behavior

PEER-REVIEWED JOURNAL PUBLICATIONS

(Google Scholar total citations: 9,252; h-Index: 26, i10-index: 32)

1. Mazar, Nina, Christian T. Elbaek, and Panagiotis Mitkidis (2023): Experiment aversion does not appear to generalize, *Proceedings of the National Academy of Sciences* – accepted: Mar 13, 2023.
2. Madan, Shilpa et al. (2022): Reaching for Rigor and Relevance: Better Marketing Research for a Better World, *Marketing Letters* – accepted: Aug 11, 2022.
3. Hertwig, Ralph and Nina Mazar (2022): Toward a Taxonomy and Review of Honesty Interventions. *Current Opinion in Psychology*, 47(October). (authors in alphabetical order, contributed equally) – accepted: June 24, 2022.
4. Milkman, K. et al. (2022): A 680,000-Person Megastudy of Nudges to Encourage Vaccination in Pharmacies, *Proceedings of the National Academy of Sciences*, 119 (6) e2115126119. – accepted: Dec 20, 2021.
5. Robitaille, Nicole, Julian House, and Nina Mazar (2021): Effectiveness of Planning Prompts on Organizations' Likelihood to File their Overdue Taxes: A Multi-wave Field Experiment, *Management Science*, July 2021, 67(7), 4327-4340. – accepted June 15, 2020.
6. Robitaille, Nicole, Nina Mazar, Claire I. Tsai, Avery M. Haviv, and Elizabeth Hardy (2021): Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment, *Journal of Marketing*, 85(3), 168-183 – Special Issue “Better Marketing for a Better World.” – accepted January 6, 2021.
 - 2023 *Financial Times Responsible Business Education Award*
 - Finalist for the 2022 *AMA / Marketing Science Institute / H. Paul Root Award*
7. Gauri, Varun, Julian Jamison, Nina Mazar, and Owen Ozier (2021): Motivating Bureaucrats through Social Recognition: External Validity – a Tale of Two States, *Organizational Behavior and Human Decision Processes* – Special Issue “Nudges and Choice Architecture in Organizations,” 163(March), 117-131. (authors in alphabetical order) – accepted May 22, 2019.
8. Julian C. Jamison, Nina Mazar, Iman Sen (2020): Applying behavioral insights to tax compliance: Experimental evidence from Latvia, *Journal of Tax Administration*, 6 (2). – accepted July 14, 2020.
9. Kristal, Ariella S., Ashley V. Whillans, Max H. Bazerman, Francesca Gino, Lisa L. Shu, Nina Mazar, Dan Ariely (2020): Signing at the beginning versus at the end does not decrease dishonesty, *Proceedings of the National Academy of Sciences*, Mar 31, 117(13), 7103-7107. – accepted: Feb 7, 2020.
 - Covered in *The Economist* (2017) article “Nudge comes to shove: Policymakers around the world are embracing behavioural science”
10. Leipnitz, Sigrun, Martha de Vries, Michel Clement, and Nina Mazar (2018): Providing health checks as incentives to retain blood donors – evidence from two field experiments, *International Journal of Research in Marketing*, 35 (4), 628-640. – accepted: Aug 16, 2018
 - Selected as example in lead article “Creating Boundary-Breaking, Marketing-Relevant Consumer Research,” by MacInnis, D. J., V. G. Morwitz, S. Botti, D. L. Hoffman, R. V. Kozinets, D. R. Lehmann, J. G. Lynch Jr, C. Pechmann (2020), *Journal of Marketing*, 84(2), 1-23 (March 1, 2020).

- Finalist for the 2018 IJRM Best Article Award (winner announced in May 2019).
11. Amir, On, Nina Mazar, and Dan Ariely (2018): Replicating the Effect of the Accessibility of Moral Standards on Dishonesty: Authors' Response to the Replication Attempt, *Advances in Methods and Practices in Psychological Science*, 1(3), 318-320. – accepted March 15, 2018
 12. Mazar, Nina, Daniel Mochon, and Dan Ariely (2018): If you are going to pay within the next 24 hours, press 1: Automatic planning prompt reduces credit card delinquency, *Journal of Consumer Psychology*, 28(3), 466-476. – accepted Jan 12, 2018
 - 10% Most Downloaded Papers published in 2018-2019 (4/30/2020)

*** Full Professor: Jan 1, 2018 ***

13. Bryan, Christopher, Nina Mazar, Julian Jamison et al. (2017): Overcoming Behavioral Obstacles to Escaping Poverty, *Behavioral Science and Policy*, 5, 81-93. – accepted June, 2017
14. Mazar, Nina, Kristina Shampanier, and Dan Ariely (2017): When Retailing and Las Vegas Meet: Probabilistic Free Price Promotions, *Management Science*, 63(1), 250-266. – accepted July 26, 2015
15. Müller, Sarah, Nina Mazar, and Anne Fries (2016): The Cause Matters! How Cause Marketing Campaigns Can Increase the Demand for Conventional over Green Products, *Journal of the Association for Consumer Research*, 1(4), 540-554. – accepted July 2016
16. Castelo, Noah, Elizabeth Hardy, Julian House, Nina Mazar, Claire Tsai, Min Zhao (2015): Moving Citizens Online: Salience and Framing as Motivators for Behavioral Change, *Behavioral Science and Policy*, 1(2), 57-68.
17. Schulz, Fabian, Christian Schlereth, Nina Mazar, and Bernd Skiera (2015): Advance Payment Systems: Paying Too Much Today and Being Satisfied Tomorrow, *International Journal of Research in Marketing*, 32(3), 238-250.
 - Special Issue Marketing and Innovation” Best Paper award
 - Finalist for 2015 IJRM Best Article award (winner accounted in May 2016)
 - Lead article
18. Mazar, Nina and Scott A. Hawkins (2015): Choice Architecture in Conflicts of Interest: Defaults as Physical and Psychological Barriers to (Dis)honesty, *Journal of Experimental Social Psychology*, 59(July), 113-117.
19. Sachdeva, Sonya, Jennifer Jordan, and Nina Mazar (2015): Green Consumerism: Moral Motivations to a Sustainable Future, *Current Opinion in Psychology*, 6(December), 60-65.
20. Sharma, Eesha, Nina Mazar, Adam L. Alter, and Dan Ariely (2014): Financial Deprivation Selectively Shifts Moral Standards and Compromises Moral Decisions, *Organizational Behavior and Human Decision Processes*, 123(2), 90-100.
21. Mazar, Nina, Botond Koszegi, and Dan Ariely (2014): True Context-Dependent Preferences? The Causes of Market-Dependent Valuations, *Journal of Behavioral Decision Making*, 27(3), 200-208. Previous working paper title: „Price-Sensitive Preferences.”
22. Loewen, Peter J., Christopher T. Dawes, Nina Mazar, Magnus Johannesson, Philipp Keöllinger, and Patrik K.E. Magnusson (2013): The Heritability of Moral Standards for Everyday Dishonesty, *Journal of Economic Behavior and Organization*, 93(September), 363-366.

*** Tenured Associate Professor: July 1, 2013 ***

23. Mather, Mara, Nina Mazar, Marissa A. Gorlick, Nichole R. Lighthall, Jessica Burgeno, Andrej Schoeke, and Dan Ariely (2012): Risk Preferences and Aging: The “Certainty Effect” in Older Adults’ Decision Making, *Psychology and Aging*, 27 (4), 801-816.
 - Lead article

20. Mazar, Nina and Pankaj Aggarwal (2011): Greasing the Palm: Can Collectivism Promote Bribery? *Psychological Science*, 22 (7), 843-848.
Lead article
21. Mazar, Nina and Chen-Bo Zhong (2010): Do Green Products Make Us Better People? *Psychological Science*, 21 (4), 494-498.
 - Most downloaded article in 2010 in Psychological Science (of all articles published in Psychological Science in 2009 and 2010)
 - Ranked in the SSRN's Top Ten download list for All SSRN Journals
 - Research Highlight in Nature Reports Climate Change
22. Ariely, Dan, Uri Gneezy, George Loewenstein, and Nina Mazar (2009): Large Stakes and Big Mistakes, *Review of Economic Studies*, 76 (2), 451-469. Authors are in alphabetical order.
23. Levy, Boaz, Dan Ariely, Nina Mazar, Won Chi, Scott Lukas, and Igor Elman (2008): Gender Differences in the Motivational Processing of Facial Beauty, *Learning and Motivation*, 39 (2), 136-145.
Named in 2011 as 3rd in “Top 25 Hottest Articles” in that journal.
24. Mazar, Nina, On Amir, and Dan Ariely (2008): The Dishonesty of Honest People: A Theory of Self-Concept Maintenance, *Journal of Marketing Research*, 45 (6), 633-644.
Former working paper titles: “(Dis)Honesty: A Combination of Internal and External Rewards” and “Almost Honest: Internal and External Motives for Honesty”.
 - Recipient of the 2012 William F. O'Dell Award
 - Lead article with invited commentaries by Scott Rick and George Loewenstein as well as John R. Monterosso and Daniel D. Langleben
 - Named one of the “Breakthrough Ideas for 2008,” *Harvard Business Review*
 - Ranked in the SSRN's Top Ten download list for Behavioral Marketing eJournal
25. Mazar, Nina, On Amir, and Dan Ariely (2008): More Ways to Cheat - Expanding the Scope of Dishonesty, Rejoinder / Reply to Commentaries about Article above, *Journal of Marketing Research*, 45 (6), 651-653.
26. Shampianier, Kristina, Nina Mazar, and Dan Ariely (2007): Zero as a Special Price: The True Value of Free Products, *Marketing Science*, 26 (6), 742-757.
Lead article
27. Mazar, Nina and Dan Ariely (2006): Dishonesty in Everyday Life and its Policy Implications, *Journal of Public Policy and Marketing*, 25 (1), 117-126.
Re-published as Harvard Business Review case study
28. Elman, Igor, Dan Ariely, Nina Mazar, Itzhak Aharon, Natasha B. Lasko, Michael L. Macklin, Scott P. Orr, Scott E. Lukas, Roger K. Pitman (2005): Probing Reward Function in Post-Traumatic Stress Disorder with Beautiful Facial Images, *Psychiatry Research*, 135 (3), 179-183.
29. Amir, On, Dan Ariely, Alan Cooke, David Dunning, Nicholas Epley, Botond Koszegi, Donald Lichtenstein, Nina Mazar, Sendhil Mullainathan, Drazen Prelec, Eldar Shafir, and Jose Silva (2005): Behavioral Economics, Psychology, and Public Policy, *Marketing Letters*, 16 (3-4), 443-454. Authors are in alphabetical order.

OTHER PUBLICATIONS

1. Mazar, Nina (2022). Give physicians' views to improve COVID vaccine uptake. *Nature*, 606, 471-472. Publication Date: June 16, 2022.
2. Soman, Dilip and Nina Mazar (2022). Six Prescriptions for Applied Behavioral Science as It Comes of Age. *Behavioral Scientist*. Publication Date: June 14, 2022.
3. Mazar, Nina and Dilip Soman (2022). *Behavioral Science in the Wild*. edited book. Publication Date: May 15, 2022.
 - 2022 Habit Weekly Award – Voted “Best Book of the Year”
 - Selected to be part of Notable Books of 2022 “by BehavioralScientist.org (12/7)

- Selected “Book of the Month” by Habit Weekly (9/22)
 - Selected to be part of the 2022 Summer Reading List by Rare.Org
 - Selected to be part of Summer Book List 2022 by BehavioralScientist.org
4. Dilip Soman and Nina Mazar (2022). The Science of Translation and Scaling in *Behavioral Science in the Wild*, co-edited by Nina Mazar and Dilip Soman, chapter 1, p. 5-19. Publication Date: May 15, 2022.
 5. Robitaille, Robitaille, Nina Mazar, and Julian House (2021). Are Repeat Nudges Effective? For Tardy Tax Filers, It Seems So. *Behavioral Scientist*, June 7.
 6. Mazar, Nina, Nicole Robitaille, and Julian House (2021). Do Behavioral Nudges Work on Organizations? *Harvard Business Review*, February 22.
 7. Mazar, Nina (2021). How Diversity and Inclusion Initiatives can Benefit from Behavioral Science. *BEworks Choice Architecture Report 2021*.
 8. Kristal, Ariella, Ashley Whillans, Max Bazerman, Francesca Gino, Lisa Shu, Nina Mazar, and Dan Ariely (2020). When We’re Wrong, It’s Our Responsibility as Scientists to Say So, *Scientific American*, March 21.
 9. Mazar, Nina (2020). The Future of Behavioral Economics. *BEworks Choice Architecture Report 2020*.
 10. Klotz, Leidy et al. (2019). Twenty Questions About Design Behavior for Sustainability, Report of the International Expert Panel on Behavioral Science for Design, New York. *Nature Sustainability*.
 11. Mazar, Nina (2019). Behavioral Economics: Responsibility and Accountability (guest editorial), in *The Behavioral Economics Guide 2019*, edited by Alain Samson. Available at <http://www.behavioraleconomics.com>. Republished in French late 2019.
 12. Mazar, Nina (2018). How Behavioral Economics Could Help Reduce Credit Card Delinquency, *Harvard Business Review*, July 26.

*** Full Professor: Jan 1, 2018***

13. Mazar, Nina and Dan Ariely (2015). Dishonesty in scientific research, *Journal of Clinical Investigation*, 125(11), 3993-3996. (# cit = 12)
14. Mazar, Nina and Dan Ariely (2014). Iracionalno nepoštenje: malo usklađenosti, malo kršenja, Chapter 6 in *Uvod U Bihevioralnu Ekonomiju*; edited by Darko Polšek and Kosta Bovan; Biblioteka zbornici / Institut Društvenih Znanosti Ivo Pilar Book 43 (Croatian).
15. Ly, Kim, Nina Mazar, Min Zhao and Dilip Soman (2013). *A Practitioner's Guide to Nudging*. Research Report Series, Rotman School of Management, University of Toronto. March 15, 2013. (# cit = 83)

Re-published as Harvard Business Review case study

*** Tenured Associate Professor: July 1, 2013 ***

16. Ariely, Dan and Nina Mazar (2013). Six ways our brains make bad financial decisions, *Globe and Mail, Report on Business*. Op-ed piece. January 25, 2013.
17. Soman, Dilip and Nina Mazar (2012). Financial literacy is not enough, *The Hill Times*. Op-ed piece. November 26, 2012. (#cit = 6)
18. Mazar, Nina (2012). *The Role of Morality in Consumer Decisions*, Chapter 10 in “Flux: The Evolving Role of the Marketing Manager,” edited by David Soberman and Dilip Soman, Toronto, ON: University of Toronto Press, pp. 182-198.
19. Mazar, Nina and Dan Ariely (2010): Irrational Dishonesty: A Little Compliance, a little violation, *Practical Compliance & Risk Management for the Securities Industry*, November-December, 39-50 (will be republished in *NSCP Currents* – a publication of the National Society of Compliance Professionals).

20. Mazar, Nina (2003). *Interactive Decision Aids – Effects on Consumers, Retailers, and Manufacturers*, Wiesbaden, Germany: German University Press (Deutscher Universitäts-Verlag DUV).

This book is based on my Ph.D. dissertation in Germany.

UNDER EDITORIAL REVIEW / WORKING PAPERS

Morality & Pro-Social Behavior

- Moral Regulation-Dynamics in Young Children: Spill-Over Effects of (Im)Moral Actions on Altruistic Giving. With Natalia Montinari and Marco Piovesan.
- Neural Mechanisms Promoting Selflessness in Potential Conflicts of Interest. With Crystal Reeck, Dan Ariely, Rita Ludwig, and Malia F. Mason
- Nudging to increase income tax payments in Poland. With Marco Hernandez, Julian Jamison, Ewa Korczyk, Roberto Sormani, Dillon Bowen
- Nudging the Nudger: A field experiment on the effect of performance feedback to service agents on increasing organ donor registrations. With Julian House, Nicola Lacetera, and Mario Macis.

Price Perception & Financial Decision Making

- Pain of Paying? – A Metaphor Gone Literal. With Hilke Plassmann, Nicole Robitaille, and Axel Lindner.
Best Poster award from Society of Neuroeconomics
- Scope Insensitivity in Debt Repayment. With Mochon, Daniel, Carsten Erner, and Dan Ariely.
- Why Decision Context Influences Choice More than Willingness to Pay. With Chang-Yuan Lee and Carey Morewedge.

Other

- One City, Two Tales: Using Mobility Networks to Understand Neighborhood Resilience and Fragility during the COVID-19 Pandemic. With Human Dynamics Group, MIT Media Lab.

SELECTED ACADEMIC RESEARCH IN PROGRESS

Morality & Pro-Social Behavior

- Impact of ESG on consumer preferences. With Romain Cadario and Aaron Nichols
- Religious reminders and dishonesty. With On Amir and Dan Ariely
- Honesty Pledges. With Eyal Pe'er, Yuval Feldman, and Dan Ariely
- Rejection and Morale in Blood Donations. With Michel Clement.

Current Topics

- Fake News. With Marshall van Alstyne, Ran Canetti, Gordon Pennycook, David Rand, and Mayank Varia
- Health Equity. The role of AI-driven Personalization for the Impact of Flu Shot Messaging Interventions. With Rahul Ladhania and Lyle Ungar
- Remote work, worker productivity, and DEI. With Evan Apfelbaum, Aaron Nichols, and Eileen Suh

Other

- Debt Management Messaging Interventions in Malaysia. Heterogeneity and Personalization. With Julian Jamison, Oliver Hauser, Iman Sen, and Michael Greene
- Messaging Interventions to Increasing Savings. With BCFG
- Messaging Interventions to Improving Education Outcomes in Children. With BCFG

INVITED TALKS / PRESENTATIONS / EXPERT PANELS**2023**

- Keynote Speaker, International Conference on Environmental Psychology ICEP 2023, Aarhus University, Denmark (6/20-6/23)
- Fehr Advice Talk Digital ABEC, Zoom Live session (4/5)
- Thinkers50 LinkedIn Live session (4/4)
- Author-Speaker at Kahneman-Treisman Center for Behavioral Science & Public Policy, Princeton University, Zoom (2/3)

2022

- Behavioral Science in the Wild – Plenary Session Speaker, SME (Subject Matter Expert) Congress, Department of State (11/17/2022)
- In Conversation with UN Under-Secretary General Melissa Fleming on Public Health Communication in an Era of Mis- and Disinformation, Boston University (9/30/2022)
- Guest Lecturer on Nudges and Social Impact, Consumer Behavior MBA class, University of Minnesota (9/19/2022)
- Conference Talk – Spring Decision Making Symposium (SDMS), Organized by Yale SOM, Marketing Department, Barcelona, Spain (5/25)
- Seminar speaker – IESE, Barcelona, Spain (4/29)
- Seminar speaker – ESADE, Barcelona, Spain (4/20)
- Guest Lecturer on Debiasing & Nudges in Health Care and DEI, PhD Seminar, IESE, Barcelona, Spain (3/15/2022)
- Seminar speaker, Marketing Department, INSEAD, Fontainebleau, France (3/9/2022)
- DIBS (Decision Insights for Business & Society) Seminar Speaker, UBC, Vancouver, Canada, via zoom (3/4/2022)
- Panelist: Behavioral Insights for Public Good, Behavioral Insights Career Expo 2022, Harvard Kennedy School, Harvard University, Cambridge, MA, via zoom (3/4/2022)

2021

- Seminar speaker – Data Colada, Zoom (12/3/2021)
- Seminar speaker - Center for Behavioral and Decision Research, Carnegie Mellon University, Pittsburgh, US (11/11/2021)
- Keynote speaker – Emotional Intelligence Conference 2021 (ei21): Embracing Change, Zoom (11/3/2021)
- Guest speaker – Behavioral Change in the Real World, course taught by Rebecca W. Hamilton, Georgetown University (9/21/2021)
- Author discussant, “Increasing Organ Donor Registrations with Behavioral Interventions: A Field Experiment,” *Journal of Marketing* Special Issue on Better Marketing for a Better World, Forum on “Health and Well-being” (7/21/2021).
- Panel Speaker, “Improving Sustainable Investing through Better ESG Measures,” Energy of the Future ISE Webinar Series, Boston University (6/17/2021)
- Panel Speaker, “In Situ Testing and Tailored Approaches: Behavioral Ethics in the Wild,” panel: From Lab to Policy, together with Holger Spamann, Ewout Meijer, and Nathalie Klein Selle, Behavioral Ethics Meets Corporate Governance: Paradigm Shift? Research Group Conference (5/18/2021)

- Keynote, “Improving Credit Card Debit Management Among Higher Risk (Subprime) Customers”, Southern Ontario Behavioural Decision Research Conference (SOBDR), (5/14/2021)
- Award Ceremony (attendance as one of its judges), Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economics, Exeter University (4/19/2021)
- Keynote, Executive MSc Behavioural Science, London School of Economics, UK (04/13/2021 – originally scheduled for 2020; rescheduled due to COVID19 pandemic)
- Guest Lecturer on Debiasing, Nudges, and Moral Behavior, PhD Seminar, IESE, Spain (03/2021)
- Weiss Lecture, Parsons School of Design, NYC (03/2021 - originally scheduled for 2020; rescheduled due to COVID19 pandemic)
- Rigor and Relevance, Panel Session, Doctoral Consortium, *SCP Conference* (03/2021)
- Questrom Research Day Panelist, Boston University (03/2021)
- BEAR Webinar Speaker Series – Presentation: “Behavioral Insights in Action: From Organ Donation to Tax Compliance” (01/2021)
- Seminar Speaker Series on the Interaction between Behavioral Ethics and Corporate Governance, Israel Institute for Advanced Studies – Presentation: “Choice architecture in conflicts of interest: Defaults as physical and psychological barriers to (dis)honesty” (01/2021)

2020

- Discussant of a session on Financial Decision Making and Giving (Session 4, Track B, MC Abby Sussman). *Society for Judgment and Decision Making Conference* (12/2020).
- Discussant of Wendy De La Rosa’s (Stanford) presentation on the effect of payment frequency on consumers’ wealth perceptions and discretionary spending. *BU/MDSA Marketing Research Symposium* (11/2020).
- Knowledge Forum Panelist, „Shedding Light on the Invisibles: Extending Consumer Theories, Methods, and Insights to Include Financially Vulnerable Consumers,” Association of Consumer Research (ACR) Virtual Conference, (10/2020).
- Keynote, “(Dis)honesty of Honest People,” Economics meets HR (BEHR) Virtual Summit Fco Reyes (09/2020)
- Expert Workshop – Building healthy behaviors into everyday life in America. IDEO, The Robert Wood Johnson Foundation, and Building H (06/2020)
- Expert – The Relevance of the Behavioral Sciences Discipline for Policy, Economics, Research, and Education in Austria, Behavioral Insights Expert Interviews Report, Institute for Advances Studies, Vienna, Austria (06/2020)
- Guest Speaker, Decision Sciences Collaborative, The Ohio State University (will be rescheduled due to COVID19 pandemic)
- Keynote at annual Executive MSc Behavioural Science conference, London School of Economics, UK (will be rescheduled to spring 21 due to COVID19 pandemic)
- Keynote, Interdisciplinary Symposium on Decision Neuroscience (ISDN), Temple University Fox School of Business (cancelled due to COVID19 pandemic).
- Speaker, Human Dynamics group, Media Lab, MIT, Cambridge, MA (04/2020)
- Panelist on “Industry-enabled Data Science Research”, 5th Annual BU Data Science (BUDS) Day, Boston University, Boston (2/2020).

2019

- Seminar Speaker, Gutenberg School of Management & Economics, University of Mainz (12/2019)
- Presidential Keynote, SJDM – Society for Judgment and Decision Making, Montreal, Canada (11/2019)

- Panel Discussant (together with Mike Norton HBS, Shai Davidai Columbia University and Emily Bianchi Emory University), Pre-SJDM Inequality Un-Conference/Workshop, Montreal, Canada (11/2019)
- Speaker, BEworks Summit, Toronto, Canada (09/2019)
- Presentation and Panel Discussion, Fall 2019 Symposium of the Division of Emerging Media Studies, College of Communications, BU (09/2019)
- Keynote Speaker, SPUDM – European Association for Decision Making, Amsterdam, NL (08/2019)
- Ethics Panel, SPUDM – European Association for Decision Making, Amsterdam, NL (08/2019)
- Choice Symposium, Georgetown University (05/2019)
- Keynote Speaker, Benefits Canada's 2019 DC Plan Summit, Banff, Canada (02/2019)
- Nature Sustainability Panel - Behavioral Science for Design, Columbia University (01/2019)

2018

- Seminar Speaker, Behavioral Economics Club, University of Pittsburgh, PA (11/2018)
- Panel and Speaker, Summit for Science in Financial Services, BEworks, Toronto, Canada (09/2018)
- Keynote Speaker, The Future of Behavioral Science, Behavioural Science Summit, University of Warwick, UK (06/2018)
- Speaker, Nudging in a Digital World, Academy of Behavioral Economics, Rüschlikon, Switzerland (01/2018)

2016

- Seminar Speaker, Boston University Questrom School of Business, Boston, MA (12/2016)
- Seminar Speaker, Johns Hopkins Carey Business School, Baltimore, MD (11/2016)
- Conference Speaker, Inter-American Development Bank, Washington, DC (11/2016)
- Paul Volcker Lecture and Symposium, Syracuse University, Syracuse, NY (09/2016)
- Behavioral Exchange (BX) Conference, Panel Speaker, Harvard Business School, Boston, MA (06/2016)
- SciFoo Conference, Google, Palo Alto, CA (06/2016)
- Marketing Camp Speaker, Vienna University of Economics and Business, Austria (05/2016)
- Behavioral Science and Policy Association Conference, Washington, DC (04/2016)

2015

- TEDxToronto Speaker, Toronto (10/2015)
- Mid-Career Mentor, Association for Consumer Research Conference, New Orleans (10/2015)
- Summer Academy Workshop with Bernd Weber on Behavioral Insights, Decision Making, and the Human Brain, German National Merit Foundation (Studienstiftung des Deutschen Volkes), Ftan, Switzerland (8/2015)
- Workshop at the Institute for Advanced Study (IAS) with Jean Tirole and Steven Sloman on Self-deception, Self-signaling, and Self-control, Toulouse, France (6/2015)
- Academic Speaker Series of the Toronto Almae Matris Croaticae Alumni (AMCA), Toronto, Ontario (03/2015)
- Marketing panel moderator, 6th annual Women's Leadership Symposium, Rotman Commerce Women in Business, Toronto, Ontario (03/2015)
- Special post-plenary session with Robert Cialdini, Jessica Li, and Lisa Shu, Society for Consumer Psychology Conference, Phoenix, AZ (2/2015)

- Judgment and Decision-Making Winter Symposium, Snowbird, Utah (1/2015)

2014

- Fifth annual Policy Innovation and Leadership conference of the Ontario Public Service on “The Future of Policy Work,” Workshop: “Behavioural Insights: Nudge 101,” Toronto, Ontario (11/2014)
- Inaugural meeting of the Underground Economy advisory committee to the Minister of National Revenue in Canada, Toronto, Ontario (11/2014)
- Social Psychology brown bag talk series, Brown University, Providence, RI (11/2104)
- Behavioural Insights 101 Panel, Ontario Cabinet Office, Toronto, Ontario (11/2014)
- Morality Conference, Tulane University, New Orleans (10/2014)
- Marketing Seminar speaker series, UCLA Anderson School of Management, Los Angeles, CA (10/2014)
- Keynote speaker, Canada Pension Plan Investment Board, Toronto, Ontario (09/2014)
- Leadership and management seminar speaker at the OECD, Paris, France (08/2014)
- Keynote speaker at the Center for Customer Insight, University of St. Gallen, Switzerland (08/2014)
- Marketing Seminar speaker series, Kellogg School of Management, Northwestern University (04/2014)
- Marketing Seminar speaker series, Johann Wolfgang Goethe University, Frankfurt a. M., Germany (03/2014)
- Marketing Seminar speaker series, Columbia University Business School (02/2014)
- Keynote speaker at Integrity Awareness Week, Toyota Motor Sales, USA Inc., Torrance, CA (02/2014)
- Management committee meeting. Canada Revenue Service Agency (CRA), Ottawa (01/2014)
- Google Ventures, Mountain View, CA (01/2014)
- Behavioral Decision Making Lab speaker series, UCLA Anderson School of Management, Los Angeles, CA (01/2014)

2013

- Marketing in Israel Conference, IDC Herzliya, the Hebrew University, and Tel Aviv University (12/2013)
- Economics Seminar speaker series, George Mason University, Washington D.C. (12/2013)
- Marketing Seminar speaker series, Joseph M. Katz Graduate School of Business, University of Pittsburgh, (11/2013)
- Marketing Seminar speaker series, NYU Stern School of Business, NYC (10/2013)
- Panel Discussion on Consumer Neuroscience, Consumer Neuroscience Satellite Symposium, Annual Conference on Neuroeconomics: Decision Making and the Brain, Lausanne, Switzerland (09/2013)
- European Commission, Joint Research Centre – General Taxation and Customs Union, Workshop Brussels, Belgium (09/2013)
- INSEAD Annual Marketing Camp, Fontainebleau, France (06/2013)
- 9th Invitational Choice Symposium, workshop “Detecting And Encouraging Honesty,” Netherlands (06/2013)
- Canada Revenue Service Agency (CRA), Ottawa (05/2013)
- Head of Mission training. Canadian Foreign Service Institute, Ottawa (05/2013)
- 15th Annual Rotman School of Management Life-Long Learning Conference for Leaders (05/2013)

- Discussant at Boulder Summer Conference on Consumer Financial Decision Making (05/2013)
- Marketing Seminar speaker series, Fuqua School of Business, Duke University, Durham (05/2013)
- The Wharton School Annual Marketing Camp, Philadelphia (02/2013)
- Transparency International, by invitation only-workshop “Ambient Accountability – Fighting Corruption Where and When it Happens,” Berlin (02/2013)

2012

- Organizational Behavior Seminar, School of Business and Economics, University of Lausanne, Switzerland (12/2012)
- Tilburg School of Social and Behavioral Sciences, Tilburg University, Netherlands (12/2012)
- European Commission, Joint Research Centre – General Taxation and Customs Union, Brussels (12/2012)
- Ontario Bar Association, Toronto (11/2012)
- Research at Rotman Conference, Toronto (10/2012)
- Consumer Neuroscience Satellite Symposium, University of Miami (09/2012)
- Cognitions versus Emotions in Ethical Behavior, Business Ethics Conference, Toronto, (05/2012)
- Deception, Incentives and Behavior Symposium, Rady School of Management, UC San Diego (04/2012)
- Marketing Seminar speaker series, Stanford Graduate School of Business (04/2012)
- Marketing Seminar speaker series, Ross School of Business, University of Michigan (03/2012)
- Marketing Seminar speaker series, Ivey School of Business, University of Western Ontario (03/2012)
- Ebbinghaus Empire meeting, Department of Psychology, University of Toronto (02/2012)
- Rotman School of Management Open House, University of Toronto (02/2012)
- Neuroscience and Applied Cognitive Science group (NACS), Department of Psychology, Guelph University (02/2012)
- Marketing seminar speaker series, Rady School of Management, UC San Diego (01/2012)

2011

- Norton-Gino Research Lab, Harvard Business School, Harvard University (05/2011)
- Center for Decision Research Workshop, Booth School of Business, University of Chicago (03/2011)
- Rotman Commerce Marketing Association Symposium, University of Toronto (03/2011)
- Cologne-Hamburg Marketing Camp, University of Hamburg (01/2011)

2010

- Marketing Seminar, Business School, The Hong Kong University of Science and Technology (11/2010)
- Interdisciplinary Symposium on Decision Neuroscience, Temple University (09/2010)
- Marketing Seminar, Stern School of Business, New York University (06/2010)
- Choice Symposium, University of Florida, Miami (06/2010)
- Economics Department Seminar, Case Western Reserve University (02/2010)

2009

- Marketing Summer Camp, London Business School (07/2009)

- Canadian Revenue Agency: Federal, Provincial, and Territorial Underground Economy Working Group Meeting, Edmonton, Alberta (04/2009)
- Marketing Seminar, Olin Business School, Washington University (04/2009)

2005

- Public Policy & Marketing Symposium, Fuqua School of Business, Duke University (05/2005)

2004

- Marketing Seminar, Moore School of Business, University of South Carolina (10/2004)
- Choice Symposium, University of Colorado, Boulder (06/2004)

PEER-REVIEWED CONFERENCE PRESENTATIONS (*presenter)

Lee, Chang-Yuan*, Nina Mazar, and Carey Morewedge, *Are Preference Reversals Due to Decision Contexts or Elicitation Procedures? A Theoretical Reconciliation*, Society for Consumer Psychology Conference (3/2023).

Rahul Ladhania*, Nina Mazar, Lyle Ungar, *Personalized Treatment Assignment Rules for Vaccine Uptake in Behavioral Science Field Experiments with Large Multi-Arm Trials*, 2023 International Conference on Health Policy Statistics, Scottsdale, AZ (1/2023).

Rahul Ladhania*, Nina Mazar, Lyle Ungar, *Personalized Treatment Assignment Rules for Vaccine Uptake in Behavioral Science Field Experiments with Large Multi-Arm Trials*, 2022 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Harvard Business School, Boston, MA (12/2022).

Nina Mazar, Christian Elbaek, and Panagiotis Mitkidis, *People do not generally object to experiments; their attitudes toward them are “just” context dependent*, 2022 Society for Judgment and Decision Making Conference, San Diego, CA (11/2022). Conference attendance withdrawn due to family reasons.

Rahul Ladhania*, Nina Mazar, Lyle Ungar, *Personalized Treatment Assignment Rules for Vaccine Uptake in Behavioral Science Field Experiments with Large Multi-Arm Trials*, 2022 Behavioral Science and Health Symposium, Philadelphia, PA (11/2022).

Rahul Ladhania*, Nina Mazar, Lyle Ungar, *Personalized Treatment Assignment Rules for Vaccine Uptake in Behavioral Science Field Experiments with Large Multi-Arm Trials*, MiCHAMP Seminar Series, Zoom (Fall 2022).

Rahul Ladhania*, Nina Mazar, Lyle Ungar, *Personalized Treatment Assignment Rules for Vaccine Uptake in Behavioral Science Field Experiments with Large Multi-Arm Trials*, 2022 Conference on Digital Experimentation (CoDE), MIT, Cambridge, MA (10/2022).

Rahul Ladhania*, Nina Mazar, Lyle Ungar, *Personalized Treatment Assignment Rules for Vaccine Uptake in Behavioral Science Field Experiments with Large Multi-Arm Trials*, 2022 University of Pennsylvania CHIBE and PAIR Roybal Retreat, Poconos, PA(9/2022).

Alp Boz, Hasan; Mohsen Bahrami*; Aaron Nichols; Nina Mazar; Selim Balcisoy; Burcin Bozkaya B, Sandy Pentland, *Neighborhood Resilience and Fragility to the COVID-19 Pandemic from a Mobility Network Perspective: The Case of New York City*, 8th

- International Conference on Computational Social Science (IC2S2), Conference Talk (7/2022).
- Lacetera, Nicola*; House, Julian; Macis, Mario; Mazar, Nina, *Engaging the Middle Person: The Effect of Providing Performance Feedback to Customer Representatives on Organ Donor Registrations*, Society for Judgment and Decision Making Conference 2021 Talk (2/2022).
- Peer, Eyal*; Mazar, Nina; Feldman, Yuval; Ariely, Dan, *Honesty Pledges Reduce Cheating Through Involvement and Identification*, Society for Judgment and Decision Making Conference 2021 Talk (2/2022).
- Lee, Chang-Yuan*, Nina Mazar, and Carey Morewedge, *Are Preference Reversals Due to Decision Contexts or Elicitation Procedures? A Theoretical Reconciliation*, Society for Judgment and Decision Making Conference 2021 Poster (2/2022).
- Nichols, Aaron*; Cadario, Romain; Mazar, Nina, *The Impact of Ethical Company Ratings on Consumer Behavior*, Society for Judgment and Decision Making Conference 2021 Poster (2/2022).
- Lee, Chang-Yuan*, Nina Mazar, and Carey Morewedge, *Are Preference Reversals Due to Decision Contexts or Elicitation Procedures? A Theoretical Reconciliation*, Association for Consumer Research, Annual Conference, Zoom (10/2021).
- Mazar, Nina*: Knowledge Forum participant, *Better Marketing for a Better World*, Association for Consumer Research, Annual Conference, Zoom (10/2021).
- Reeck, Crystal, Nina Mazar*, and Dan Ariely, *Gradual Disengagement of Morality: Dishonest Behavior can Transition to Continuous Ethical Transgressions*. Special Session: False Information and How it Shapes Consumers' Lives, Association for Consumer Research, Annual Conference, Zoom (10/2021).
- Reeck, Crystal*, Nina Mazar, Dan Ariely, Rita Ludwig, and Malia Mason, *Neural Mechanisms Promoting Selflessness in Potential Conflicts of Interest*. Special Session: Beyond One-Shot Decisions, Association for Consumer Research, Annual Conference, Zoom (10/2021).
- Robitaille, Nicole, Nina Mazar, Claire Tsai, Avery Haviv, Elizabeth Hardy, *Nudging into Action: Increasing Organ and Tissue Donor Registration*, Nudges in Health Care Symposium, Penn Medicine Nudge Unit, accepted abstract (05/2021).
- Kristal, Ariella*, Ashley Whillans, Max Bazerman, Francesca Gino, Lisa Shu, Nina Mazar, Dan Ariely, "Signing at the beginning versus at the end does not decrease dishonesty," Society for Judgment and Decision Making Conference (12/2020).
- Mazar, Nina*, Natalia Montinari, Marco Piovesan; Poster: "Dynamics of Pro-Social Behavior in Adults and Children: The consequences of giving in to vs resisting a selfish black lie," Society for Judgment and Decision Making Conference (12/2020).
- Reeck, Crystal, Nina Mazar*, and Dan Ariely, "What-the-Hell:" Dishonest behavior can escalate to continuous ethical transgression. Society for Judgment and Decision Making Conference, Montreal, Canada (11/2019).
- Leipnitz, Sigrun, Martha de Vries, Michel Clement, and Nina Mazar*: Providing health checks as incentives to retain blood donors – evidence from two field experiments, *Boston Judgment and Decision Making Day*, Boston College, Boston, MA (11/2018)

- Leipnitz, Sigrun, Martha de Vries, Michel Clement, and Nina Mazar*: Providing health checks as incentives to retain blood donors – evidence from two field experiments, *Advances with Field Experiments Conference 2018*, Boston University, Boston, MA (10/2018)
- Mochon, Daniel*, Nina Mazar, and Dan Ariely. *Scope Insensitivity in Debt Repayment*. Society for Judgment and Decision Making Conference, Boston, MA (11/2016).
- Mazar, Nina*, Daniel Mochon, and Dan Ariely, "If you are going to pay within the next 24 hours, press 1": *Minimalist planning prompt reduces credit card delinquency*, RAND Behavioral Finance Forum, Washington, DC (11/2016).
- Wegner, Martha*, Michel Clement, and Nina Mazar. *Thanks for Coming – Maybe next Time” Strategies to Reduce the Negative Consequences of Deferrals on Subsequent Blood*. Association for Consumer Research Conference, Berlin, Germany (10/2016).
- Castelo Noah, Elizabeth Hardy, Julian House*, Nina Mazar, Claire Tsai, and Min Zhao, *Moving Citizen Online: Salience and Framing as Motivators for Behavioral Change*, Behavioral Science Research in Management (BDRM) Conference, Toronto, ON (06/2016).
- Robitaille, Nicole*, Nina Mazar, and Claire Tsai. *Nudging to Increase Organ and Tissue Donor Registration*. Behavioral Science Research in Management (BDRM) Conference, Toronto, ON (06/2016).
- Robitaille, Nicole*, Nina Mazar, and Claire Tsai. *Nudging into Action: Increasing Organ and Tissue Donor Registration*, Behavioral Science and Policy Association (BSPA) Conference, Washington, DC (04/2016).
- Mazar, Nina* and Dan Ariely. *Reducing Credit Card Delinquency via Automated Phone Messaging*, Society of Consumer Psychology Conference, St. Pete Beach, FL (02/2016) – Also, I was a co-chair of this special session “*The Greater Good: Behavioral Research with Social Value*” with Nicole Robitaille
- Robitaille, Nicole*, Nina Mazar, and Claire Tsai. *Nudging to Increase Organ and Tissue Donor Registration*. Society of Consumer Psychology Conference, St. Pete Beach, FL (02/2016). – Also, I was a co-chair of this special session “*The Greater Good: Behavioral Research with Social Value*” with Nicole Robitaille
- House, Julian*, Nina Mazar, Nicole Robitaille, *Implementation Intentions: How to Nudge Organizations to Pay their Overdue Taxes*, Society of Judgment and Decision Making Conference, Chicago (11/2015).
- Robitaille, Nicole*, Nina Mazar, and Claire Tsai. *Nudging to Increase Organ and Tissue Donor Registration*. Society of Judgment and Decision Making Conference, Chicago (11/2015).
- Wegner, Martha*, Michel Clement, and Nina Mazar. *Strategies to Reduce the Negative Consequences of Deferrals on Subsequent Blood Donation*. Society of Judgment and Decision Making Conference, Chicago (11/2015).
- Peters, Kelly, Supriya Syal*, Dhushan Thevarajah, David Pizarro, Nina Mazar, Wardah Malik, and Mikayla Ford, *Bills that Save: Nudging Energy Conservation and Demand Shifting Through Effective Communication of Time of Use Pricing*. Society of Judgment and Decision Making Conference, Chicago (11/2015).
- Robitaille, Nicole*, Nina Mazar, and Claire Tsai. *Nudging to Increase Organ and Tissue Donor Registration*. Association for Consumer Research Conference, New Orleans (10/2015). – Also, I was a co-chair of this special session “*The Greater Good: Behavioral Research with Social Value*” with Nicole Robitaille
- Reeck, Crystal*, Nina Mazar, Dan Ariely, Rita Ludwig, and Malia Mason, *Neural Mechanisms Promoting Selflessness in Potential Conflicts of Interest*. Association for Consumer Research Conference, New Orleans (10/2015).
- House, Julian*, Nina Mazar, Nicole Robitaille, *Increasing Timely Tax Payment with Implementation Intentions: A Field Experiment*, Academy of Management Meeting, Vancouver, Canada (07/2015).

- Mazar, Nina*, Hilke Plassmann, Nicole Robitaille, and Axel Lindner. *The Origin of the Pain of Paying: Evidence from fMRI and behavioral experiments*. European Conference of the Society of Consumer Psychology, Vienna, Austria (06/2015).
- Robitaille, Nicole, Nina Mazar*, and Claire Tsai. *Increasing Organ and Tissue Donor Registration*. The La Londe Conference in Marketing Communications and Consumer Behavior, La Londe, France (06/2015).
- Mazar, Nina, Hilke Plassmann*, Nicole Robitaille, and Axel Lindner. *The Origin of the Pain of Paying: Evidence from fMRI and behavioral experiments*. The La Londe Conference in Marketing Communications and Consumer Behavior, La Londe, France (06/2015).
- Reeck, Crystal*, Nina Mazar, Dan Ariely, Rita Ludwig, and Malia Mason, *Resisting Ethical Temptations in Conflicts of Interest: Neural and Behavioral Insights into Individual Differences*. Society of Judgment and Decision Making Conference, Chicago (11/2014).
- Mazar, Nina* and Dan Ariely. *Applying Behavioral Economics in the Field: Nudging Customers to Pay their Credit Card Dues*. Association for Consumer Research Conference, Baltimore (10/2014). – Also, I was a co-chair of this special session “The Psychology of Debt: Steering Consumers out of the Red and into the Black” with Grant Donnelly
- Müller, Sarah*, Nina Mazar, and Anne Fries. *How Conventional Products Can Use Cause-Related Marketing Campaigns to Make Up for Not Being Organic*. Association for Consumer Research Conference, Baltimore (10/2014).
- Robitaille, Nicole* and Nina Mazar. *Removing Consumers' License to Misbehave*. Association of Consumer Research Conference, Baltimore (10/2014).
- Mazar, Nina, Hilke Plassmann*, Nicole Robitaille, and Axel Lindner. *The Origin of the Pain of Paying: Evidence from fMRI and behavioral experiments*. Society for Neuroeconomics 2014 Annual Meeting, Miami (09/2014).
- Mazar, Nina, Hilke Plassmann*, Nicole Robitaille, and Axel Lindner. *The Origin of the Pain of Paying*. Behavioural Decision Research in Management Conference, London, UK (07/2014).
- Mazar, Nina* and Dan Ariely. *Applying Behavioral Economics in the Field: Nudging Customers to Pay their Credit Card Dues*. Society of Judgment and Decision Making Conference, Toronto (11/2013).
- Gneezy, Ayelet* and Nina Mazar. *Tipping to Punish: Rewarding Bad Service and Punishing Good Service*. Association of Consumer Research Conference, Chicago (10/2013).
- Mazar, Nina*, Kristina Shampianier, and Dan Ariely. *Probabilistic Discounts: When Retailing and Las Vegas Meet*. Association of Consumer Research Conference, Chicago (10/2013).
- Müller, Sarah*, Nina Mazar, and Anne Fries. *The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns for Products with Negative Externalities*. Preconference on Moral Dynamics and Socially Responsible Consumer Behavior, European Association for Consumer Research, Barcelona, Spain (07/2013).
- Müller, Sarah*, Nina Mazar, and Anne Fries. *The Cause Matters! How to Successfully Use Cause-Related Marketing Campaigns for Products with Negative Externalities*. Society for Consumer Psychology Conference, San Antonio (03/2013).
- Gneezy, Ayelet* and Nina Mazar. *Tipping to Punish: Rewarding Bad Service and Punishing Good Service*. Society for Consumer Psychology Conference, San Antonio (03/2013).
- Mazar, Nina* and Scott Hawkins. *Defaults as Psychological Barriers to Dishonesty*. Society for Consumer Psychology Conference, San Antonio (03/2013).
- Mazar, Nina* and Scott Hawkins. *Defaults as Psychological Barriers to Dishonesty*. Society for Personality and Social Psychology Conference, New Orleans (01/2013).
- Mazar, Nina* and Scott Hawkins. *Defaults as Psychological Barriers to Dishonesty*. Society for Judgment and Decision Making Conference, Minneapolis (11/2012).
- Mazar, Nina*, Hilke Plassmann, Nicole Robitaille, and Axel Lindner. *The Origin of the Pain of Paying*. Society for Judgment and Decision Making Conference, Minneapolis (11/2012).

- Ariely, Dan, Boris Maciejovsky*, and Nina Mazar. *Performance-Contingent Discounts and Consumer Choice*. Association for Consumer Research Conference, Vancouver (10/2012).
- Hsu et al. *Reading the Mind of the Consumer: Promises and Challenges of Predictive Methods in Consumer Neuroscience*. Participation as expert in roundtable discussion. Association for Consumer Research Conference, Vancouver (10/2012).
- Mazar, Nina*, Christopher Dawes, Peter Loewen, David Cesarini, Magnus Johannesson, and Patrik Magnusson. *The Genetic Contribution to Preference Consistency in Moral Judgments*. Association for Consumer Research Conference, Vancouver (10/2012).
- Sharma, Eesha*, Nina Mazar, Adam Alter, and Dan Ariely. *The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy*. European Conference of the Society for Consumer Psychology, Florence, Italy (06/2012).
- Mazar, Nina*, Hilke Plassmann, Nicole Robitaille, and Axel Lindner. *The Origin of the Pain of Paying*. European Conference of the Society for Consumer Psychology, Florence, Italy (06/2012).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Stable Context-Dependent Preferences? The Origin of Market Price-Dependent Valuations*. Society for Consumer Psychology Conference, Las Vegas (02/2012).
- Ahn, Hee-Kyung* and Nina Mazar. *Hot and Impulsive: A Metaphor Gone Literal*. Society for Consumer Psychology Conference, Las Vegas (02/2012).
- Sharma, Eesha*, Nina Mazar, Adam Alter, and Dan Ariely. *The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy*. Society for Consumer Psychology Conference, Las Vegas (02/2012).
- Robitaille, Nicole* and Nina Mazar. *Removing Consumers' License to Misbehave*. Society for Consumer Psychology Conference, Las Vegas (02/2012).
- Plassmann, Hilke*, Nina Mazar, and Antonio Rangel. *Is Paying Painful? Neuropsychological Underpinnings of Abstract and Somatosensory Costs During Consumer Decision Making*. Society for Personality and Social Psychology annual meeting, San Diego (01/2012).
- Shu, Lisa*, Nina Mazar, Francesca Gino, Dan Ariely, and Max Bazerman. *When to Sign on the Dotted Line? Signing First Makes Ethics Salient and Decreases Dishonest Self-Reports*. Society for Personality and Social Psychology annual meeting, San Diego (01/2012).
- Robitaille, Nicole* and Nina Mazar. *Removing Consumers' License to Misbehave*. Society for Judgment and Decision Making Conference, Seattle (11/2011).
- Shu, Lisa*, Nina Mazar, Francesca Gino, Dan Ariely, and Max Bazerman. *When to Sign on the Dotted Line? Signing First Makes Ethics Salient and Decreases Dishonest Self-Reports*. Society for Judgment and Decision Making Conference, Seattle (11/2011).
- Sharma, Eesha*, Nina Mazar, Adam Alter, and Dan Ariely. *The Heat of Economic Hardship: Empathy Gaps Induce Moral Hypocrisy*. Society for Judgment and Decision Making Conference, Seattle (11/2011).
- Amir, On* and Nina Mazar. *The Most Influential Age Hypothesis: Does the Self Cause Stable Preferences?* Society for Judgment and Decision Making Conference, Seattle (11/2011).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Stable Context-Dependent Preferences? The Origin of Market Price-Dependent Valuations*. Association for Consumer Research Conference, St. Louis (10/2011).
- Plassmann, Hilke*, Nina Mazar, and Antonio Rangel. *Is Paying Painful? Neuropsychological Underpinnings of Abstract and Somatosensory Costs During Consumer Decision Making*. Association for Consumer Research Conference, St. Louis (10/2011).
- Mazar, Nina, Hilke Plassmann, Nicole Robitaille*, and Axel Lindner. *The Origin of the Pain of Paying*. Association for Consumer Research Conference, St. Louis (10/2011).
- Sharma, Eesha, Nina Mazar, Adam Alter*, and Dan Ariely. *The Heat of Economic Hardship: Empathy Gaps for Financial Deprivation Induce Moral Hypocrisy*. Association for Consumer Research Conference, St. Louis (10/2011).

- Mazar, Nina, Eugene Caruso*, and Chen-Bo Zhong. *Greed or Green? The Impact of the Color Green on Conservation of Monetary and Natural Resources*. Association for Consumer Research Conference, St. Louis (10/2011).
- Mazar, Nina and Pankaj Aggarwal*. *Can Collectivism Promote Bribery?* Association for Consumer Research Conference, St. Louis (10/2011).
- Mazar, Nina* and Dan Ariely. *Probabilistic Discounts – When Retailing and Las Vegas Meet*. 38th LaLonde Conference, France (06/2011).
- Mazar, Nina, Chris Dawson, Peter Loewen*, Magnus Johannesson, and Patrik Magnusson. *Genetic Variation in Moral Judgments*. IDC Behavioral Decision Making Conference, Herzliya, Israel (05/2011)
- Mazar, Nina*, Eugene Caruso, and Chen-Bo Zhong. *Green versus Greed. How Context Shapes Behavior*. Society for Consumer Psychology Conference, Atlanta (02/2011).
- Mazar, Nina, Peter Loewen*, and Chris Dawson. *Heritability of Financial (Mis)Management*. Society for Judgment and Decision Making Conference, St. Louis (11/2010).
- Zhong, Chen-Bo, Nina Mazar, and Brendan Strejcek*. *Recycling - A License to Waste?* Association for Consumer Research Conference, Jacksonville (10/2010)
- Ayal, Shahar*, Francesca Gino, Nina Mazar, and Dan Ariely. *Taking Advantage of Future Forgiveness? - Licensing vs. Consistency Effects in the Context of Ethical Decision Making*. Association for Consumer Research Conference, Jacksonville (10/2010).
- Mazar, Nina* and Chen-Bo Zhong. *Do Green Products Make Us Better People?* Behavioral Decision Research in Management Conference, Pittsburgh (06/2010).
- Mazar, Nina* and Chen-Bo Zhong. *Do Green Products Make Us Better People?* Society for Consumer Psychology Conference, St. Pete Beach (02/2010).
- Mazar, Nina* and Chen-Bo Zhong. *Do Green Products Make Us Better People?* Society for Personality and Social Psychology, Las Vegas (01/2010).
- Mazar, Nina* and Dan Ariely. *Sequential Influences on Dishonest Behavior*. Association of Consumer Research Conference, Pittsburgh (10/2009).
- Mazar, Nina* and Dan Ariely. *Probabilistic Discounts – When Retailing and Las Vegas Meet*. European Marketing Association Conference, Nantes, France (05/2009).
- Mazar, Nina* and Dan Ariely. *Temporal Influences on Dishonesty*. Society for Personality and Social Psychology, Tampa (02/2009).
- Mazar, Nina* and Dan Ariely. *Probabilistic Purchasing: When Retailing and Las Vegas Meet*. Consumer Behavior Winter Research Camp, London, ON (01/2009).
- Amir, On* and Nina Mazar. *The Most Influential Age Hypothesis: Does the Self Cause Predictable Preferences?* Association of Consumer Research Conference, San Francisco (10/2008).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Price-Sensitive Preferences*. Behavioral Decision Research in Management Conference, San Diego (04/2008).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Price-Sensitive Preferences*. Society for Consumer Psychology Conference, New Orleans (02/2008).
- Mazar, Nina* and Dan Ariely. *Temporal Influences on Cheating Behavior: The "What the Hell" Effect*. Society for Judgment and Decision Making Conference, Long Beach (11/2007).
- Mazar, Nina* and Dan Ariely. *Probabilistic Promotions: When Retailing and Las Vegas Meet*. Association of Consumer Research Conference, Memphis (10/2007).
- Mazar, Nina* and Dan Ariely. *Probabilistic Promotions: When Retailing and Las Vegas Meet*. Society for Consumer Psychology Conference, Las Vegas (02/2007).
- Ariely, Dan and Nina Mazar.* *Cognition and Emotion in Reward Processing*. Association of Consumer Research Conference, Orlando (10/2006).
- Mazar, Nina*, On Amir, and Dan Ariely. *Almost Honest: Internal and External Motives for Honesty*. Society for Judgment and Decision Making Conference, Toronto (11/2005).

- Mazar, Nina*, On Amir, and Dan Ariely. *Almost Honest: Internal and External Motives for Honesty*. Association of Consumer Research Conference, San Antonio (09/2005).
- Ariely, Dan, Gregory Berns, Rosa Chavez-Eakle, and Nina Mazar*. *Relative vs. Absolute Rewards: Evidence from Experimental Tasks and Neuroimaging*. Association of Consumer Research Conference, San Antonio (09/2005).
- Shampanier, Kristina*, Nina Mazar, and Dan Ariely. How Small is Zero Price? The True Value of Free Products. Association of Consumer Research Conference, San Antonio (09/2005).
- Mazar, Nina*, Botond Koszegi, and Dan Ariely. *Price-Sensitive Preferences*. Society for Consumer Psychology Conference, St. Pete Beach (02/2005).
- Mazar, Nina*. *Consumer Decision Making at Online Retailers as Opposed to Traditional Offline Retailers: The Role of an Interactive Comparison Matrix*. European Association for Consumer Research Conference, Dublin, Ireland (06/2003).

CHAired SYMPOSIA, PANELS

- Mazar, Nina: A conversation with Mary MacLenna, Senior Advisor on Behavioral Science in the UN Executive Office of the Secretary-General, and lead of the UN Behavioral Science Group in the UN Innovation Network. Topic: Translating and Scaling Behavioral Interventions, *Behavioral Science and Policy Association (BSPA) 2022 Conference* (5/2022)
- Jamison, Julian and Nina Mazar. *Behavioral Insight, Development Economics, and Policy*, Behavioral Exchange (BX) Conference, Harvard Business School, Boston, MA (06/2016)
- Robitaille, Nicole and Nina Mazar. *The Greater Good: Behavioral Research with Social Value*. Society of Consumer Psychology Conference, St. Pete Beach, FL (02/2016)
- Donnelly, Grant and Nina Mazar. *The Psychology of Debt: Steering Consumers out of the Red and into the Black*. Association for Consumer Research Conference, Baltimore (10/2014)
- Jordan, Jennifer and Nina Mazar. *The Moral Dimensions of Consumer Behavior*. European Association of Consumer Research (EACR) Pre-Conference, Barcelona (07/2013)
- Mazar, Nina. *Price Psychology: Advances in Context Effects*. Society for Consumer Psychology Conference, Las Vegas (02/2012)
- Mazar, Nina. *Price Psychology: Advances in Context Effects*. Association for Consumer Research Conference, St. Louis (10/2011)
- Mazar, Nina. *Public Policy Prescriptions from Consumer Research*. Discussant: Joel Cohen. Association for Consumer Research Conference, San Antonio (09/2005)

TEACHING INTERESTS

Behavioral Economics/ Judgment & Decision Making, Consumer Behavior, Marketing Core

TEACHING / COURSE WORK

- Ethical Leadership in the Global Economy (FTMBA and PEMBA), (MG790/730 and ES740)*
-- instructor and course coordinator
BU Questrom School of Business (since Fall 2018)
- Leading with Integrity (OMBA), (Mod 3, weeks 2 & 13)*
BU Questrom School of Business (Summer 2021 + Fall 2021)
- Behavioral Change Practicum (MBA Elective), (MK838)*
BU Questrom School of Business (Spring 2019, 2020)
- Behavioral Economics in Action (Executive Teaching)*
BU Questrom School of Business (Fall 2018)

Marketing and Behavioral Economics (MBA Elective), (RSM2522)

Rotman School of Management, Toronto, ON (since Fall 2011)

Marketing and Behavioral Economics (Undergraduate Elective), (RSM450)

Rotman School of Management, Toronto, ON (since Fall 2008)

Consumer Behavior (Ph.D. Seminar), (RSM3051)

Rotman School of Management, Toronto, ON (Fall 2014)

Behavioural Application - Marketing Ph.D. Seminar

One lecture on framing and context, NYU Stern School of Business, NYC (11/2013)

Behavioural Economics in Action

I recorded two videos for Dilip Soman's MOOC course "BE101x: Behavioural Economics in Action (edX)" in which I'm debating whether "irrationality" is truly damaging to welfare and wellbeing and "Consumer Debt and Credit Cards – A Blessing or a Curse?"

Moral Licensing

Online guest lecture for the Duke University Coursera course "A Beginner's Guide to Irrational Behavior" by Dan Ariely (Spring 2013)

Independent Study (Elective for Psychology and Economics Undergraduates), (COG499H1, PSYC90)

Rotman School of Management, Toronto, ON (Spring 2011, 2011-2012)

Independent Study with P&G (MBA level)

Rotman School of Management, Toronto, ON (2008-2009)

Principles of Marketing (Undergraduate Core), (RSM250)

Rotman School of Management, Toronto, ON (Fall 2007, 2008, 2009)

Marketing Communication (MBA Elective), (15.843)

MIT Sloan School of Management, Cambridge, MA (H2, Fall 2005)

Marketing Management (Case Based; Undergraduate Core), (15.812)

MIT Sloan School of Management, Cambridge, MA (Spring 2004, 2005)

Lying in Everyday Life (one-day Seminar for MBAs)

MIT Sloan School of Management, Cambridge, MA (Sloan Innovation Period, Fall 2003)

DEVELOPMENT OF NEW COURSES AND TEACHING-RELATED MATERIALS

2019-2020

- Curriculum Design for BU Questrom Online MBA MOD 3: "Leading with Integrity"
- Redesign of MG791 – Ethics in the Global Economy Part II

2018

- New Course Development: *MK838 Behavior Change Practicum: Lectures & Projects with Organizations*

2013

- I helped develop an animation "*Nudge, The Animation: Helping People Make Better Choices*" for BEAR and the Rotman YouTube Channel
- I participated in Videos for BEAR's MOOC with ~30,000 participants world wide

2011

- *Behavioral Economics (Rotman School of Management, MBA Elective), (RSM2522)*
- Based on "Nudge" by Richard Thaler and Cass Sunstein and "Predictably Irrational" by Dan Ariely

2008

- *Judgment and Decision Making: Psychology and Markets (Undergraduate Elective), (RSM450)*

- Based on “The Psychology of Judgment and Decision Making” by Scott Plous and “Predictably Irrational” by Dan Ariely. Use of iClicker technology & Qualtrics surveys to enhance learning and interactivity in the class room.

RESEARCH SUPERVISION / COMMITTEE ENGAGEMENTS

- Advisor of PhD Student Aaron Nichols (start 08/2019), BU Questrom
- Dissertation committee member of Student Lee Chang-Yuan (graduation 2022), BU Questrom
- Dissertation committee member of Ms. Poornima Vinoo (graduation in 2022), Western University, Ivey
- Primary Mentor for Dr. Lawrence Were’s training and research in Behavioral Economics. This is part of his KL2 Career Development Award from the Boston University Clinical and Translational Science Institute (BU CTSI); 2020-22.
- Dissertation committee member of Ms. Karolina Aleksandra Scigala (graduation in 12/2020), “Individual and situational predictors of unethical behavior in contexts involving dishonesty,” University of Copenhagen, Faculty of Social Sciences.
- 1st year summer paper reader (Anna Tari, 2019; Nirajana Mishra, 2018), BU Questrom
- Paper reader (Arshya Feizi, 2018/2019), BU Questrom
- Dissertation committee member of Ms. Joonkyung Kim (graduation 2017). Thesis: “Asymmetrical preference between evaluators and presenters”, University of Toronto, Rotman
- Dissertation committee member of Mr. Julian House (graduate of 2015). Thesis: “Moral Mercenaries: The Paradoxical Effect of Pay-for-Performance on Unethical Tasks”, University of Toronto, Rotman
- Co-Supervisor (with Andrew Mitchell) of Ms. Nicole Robitaille (graduate of 2014). Thesis: “An Investigation of Consumer’s Moral Regulation Behavior”, University of Toronto, Rotman
- External dissertation committee member of Mr. Sebastatin Hafenbrädl’s at the University of Lausanne (graduate of 2013). Thesis: “Ethics, Expectations and Escalation: Perspectives on Managerial Decision Making”
- Dissertation committee member of Ms. Hae Joo Kim (graduate of 2011). Thesis: “The Effect of Nonconscious Goals on Conscious Goal-Based Preferences”, University of Toronto, Rotman
- Co-Supervisor (with Dilip Soman) of Ms. Hee-Kyung Ahn (graduate of 2010; supervision from 2007-2010). Thesis: “The Effect of Priming Temperature on Consumer Impulsivity”, University of Toronto, Rotman

FACULTY / UNIVERSITY SERVICES

- Questrom Day of Service participant (3/31/2022)
- Questrom Marketing CB Journal Club Coordinator (2022/23)
- Member of the Questrom MBA PDC (since 7/2022), BU
- Member of the Questrom APT promotion committee (since 7/2018), BU
- Internal BU review committee member for the Academic Program Review (APR) of the BU CAS Department of Economics (2022/23), BU
- Faculty Advisory Board Member, Center for Emerging Infectious Diseases Policy and Research (CEID; continuously since 7/2021), BU

- Questrom Course coordinator MG730 – Ethical Leadership, BU Questrom (6/2019-8/2021, 7/2022-present), BU
- Member of the Questrom Social Impact PDC (7/2018-12/2021), BU Questrom
- Faculty Navigator (2018/19: Chiara Longoni, 2020/21: Garrett Johnson)
- Special Promotion Committee (2018-2019), BU Questrom
- Member of the Rotman Executive Committee (2015-2016)
- Member of the Rotman Commerce Undergraduate Program Committee (2009-2013)
- Member of the Marketing Undergraduate Program Committee (2009-2011)
- Member of the Marketing Recruiting Committee (2009, 2011)
- Member of the Marketing MBA Program Committee (2014/15)
- Member of the Marketing PhD Program Committee (2009-2013, 14/15)
- Creative Redesign of the Rotman Marketing Website (2009)
- Creative Design of the Promotional Campaign for the Paid Participants Pool of the Rotman Behavioural Research Lab (2009)
- Helped to raise money and purchase physiological measures-equipment for the Rotman Behavioural Lab (2011/12)

PROFESSIONAL SERVICES

Conferences / Professional Societies / Other Schools

Co-moderator (with Jonathan Baron) of the society mailing list

12/2021-present: Society for Judgment and Decision Making (SJDM)

Executive Board Member

2018-2020: Society for Judgment and Decision Making (SJDM)

Presidency

2019: President, Society for Judgment and Decision Making (SJDM)

2018: President-Elect, Society for Judgment and Decision Making (SJDM)

Chair

2023: Co-Chair of SCP Doctoral Symposium

2022: Co-Chair of Partners in Business Ethics Conference at BU Questrom (October)

2020: Co-Chair of the BU Questrom conference on Social Impact (Susilo Institute and the Humphrey Fellows), (February)

2019: Co-Chair of the BU Questrom Social Impact Blitz

2019: Co-Chair of the Susilo Institute for Ethics in the Global Economy Symposium (June)

2017: Co-Chair of the 6th Consumer Neuroscience Satellite Symposium of the Annual Conference of the Society for Neuroeconomics

2016: Program Committee Chair of the SJDM conference (Society for Judgment and Decision Making)

2016: Co-Chair of the RAND|GINI Behavioral Finance Forum Fall

2016: Co-Chair of the BDRM conference (Behavioral Decision Research in Management)

2016: Co-Chair of Behavioral Finance Workshop at Choice Symposium

2016: Chair of the BSPA conference (Behavioral Science and Policy Association)

2016: Co-Chair of the SCP conference (Society of Consumer Psychology)

2015: Keynote Speaker Chair of the SJDM conference

2015: Co-Chair of the SOBDR conferences (Southern Ontario Behavioural Decision Research)

2014: Poster Chair of the SJDM conference

2011: Co-Chair of the SOBDR conferences

Faculty Participant at Doctoral Consortium, Women's Networking, and/or Underrepresented

Scholars Events

2019, 2018, 2015, 2020, 2021 SJDM conference

2015 & 2013 & 2021 SCP conference

2014 & 2011 ACR (Association of Consumer Research) conference

Program Committee Member

SJDM Program Committee Member (2014 – 2017, 2021, 2022)

ACR Program committee member (2010, 2013 (Associate Editor), 2015)

SCP Program committee member (2011-2014)

International SCP Program committee member (2015)

EACR Program committee member 2013

Triennial Choice Symposium (2023)

Conference submission reviewer

Association of Consumer Research, Society of Consumer Psychology, Society for Judgment and Decision Making, Behavioral Decision Research in Management, and European Marketing Association,

Award Judge

- *(together with Anuj Shah (University of Chicago) and Todd Rogers (Harvard Business School))*
Publication Award Committee Member for “New Investigator Award”
Behavioral Science and Policy Association (BSPA) (2021)
- *(together with Rosemarie Nagel (Pompeu Fabra) Eyal Winter (Hebrew University of Jerusalem, 2019 and 2020), Thomas Strzalecki (Harvard University))*
The University of Exeter Business School Exeter Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economics (2019, 2020, 2021)

Grant Reviewer

- Individual Research Grants Reviewer, The Israel Science Foundation
- National Science Foundation (NSF)
- German-Israeli Foundation for Scientific Research and Development (GIF)
- Social Sciences and Humanities Research Council of Canada (SSHRC)
- United States-Israel Binational Science Foundation
- Research Grants Council (RGC) of Hong Kong

Journal Reviewer

Member of the Editorial Review Board

- Journal of Marketing Behavior (JMB)
- Frontiers in Decision Neuroscience

Ad-hoc Reviewer

- Science, Nature, Nature Human Behavior, Nature Communications, PNAS
- Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Marketing Letters, Marketing Science, International Journal of Research in Marketing
- Management Science, Organizational Behavior and Human Decision Processes, Journal of Behavioral Decision Making
- American Economic Review, Quarterly Journal of Economics, Review of Economic Studies, Economic Journal, Journal of Economic Psychology, Journal of Economic Behavior and Organization, Journal of the European Economic Association,
- Psychological Science, Perspectives on Psychological Science, Journal of Experimental Social Psychology, Journal of Personality and Social Psychology, European Journal of Social Psychology

- Journal of Articles in Support of the Null Hypothesis

PROFESSIONAL / ACADEMIC AFFILIATIONS

- BSPA – Behavioral Science & Policy Association
- SJDM – Society for Judgment and Decision Making
- ACR – Association for Consumer Research
- VHB – Verband der Hochschullehrer für Betriebswirtschaft e.V. (German Academic Association for Business Research)

MEDIA EXPOSURE

2023

- Boston Business Journal print interview (3/10) & Podcast (4/3)
- **Outthinker Podcast** with Kaihan Krippendorff (3/9)
- **Nudge Podcast** (UK) with Phill Agnew (3/7)
- “Questrom professor joins Thinkers50 Radar class of 2023,” **The Daily Free Press**, Boston University, Author: Varshitha Sathish Kumar (2/7)
- “Buy Nothing is everything”, **The Washington Post**, Author: Maura Judkis (2/6)

2022

- Guest on Podcast “**Behavioral Science Authors, Brought to You by BCFG** (Spring 2022),” hosted by Michael Hallsworth, Managing Director, Behavior Insights Team, Americas (online event: 04/29)
- Guest on Podcast **42courses**, hosted by Chris Rawlinson (interview date: 04/27, posting date: TBD)
- Guest on Podcast **A Load of BS – The Behavioural Science Podcast**, hosted by Daniel Ross (interview date: 04/11, posting date: 4/28)
- Guest on Podcast **Behavioral Grooves**, co-hosted by Tim Houlihan and Kurt Nelson (interview date: 02/17, posting date: 04/17)

Quoted/Mentioned in the News

- **The Atlantic:** [This Behavioral Scientist Wants to Help Increase COVID-19 Vaccination Rates](#) (interview date: 04/06, posting date: 4/12)

2021

Quoted/Mentioned in the News

- **BU’s The Brink:** [This Behavioral Scientist Wants to Help Increase COVID-19 Vaccination Rates](#) (7/28/2021)

2020

Quoted/Mentioned in the News

- **WalletHub:** [2020 Holiday Budgets by City, Ask the Experts](#) (11/18/2020)
- **The New York Times:** [Just How Dishonest Are Most Students?](#) (11/13/2020)
- **The New York Times:** [The Good, the Bad and the ‘Radically Dishonest’](#) (9/15/2020)
- **InvestmentNews:** [Taming your inner bear](#) (6/14/2020)
- **BEworks:** [Conversations with Nina Mažar: How Behavioral Science Can, and Should, Be Used in the Context of COVID-19](#), print and video (6/15/2020)

Other

- Contributor to **The Game of Life Hacks** by the Harvard Decision Science Lab, Harvard University (multiple video recordings, 9/24/2020)

2019

- **Los Angeles Times:** [Experiment with ‘lost’ wallets reveals that people are surprisingly honest](#) (6/21/2019)
- **The Washington Post:** [People are surprisingly honest about returning lost money](#) (6/21/2019)
- **The Wall Street Journal:** [People Are More Honest Than We Think, New Study Finds](#) (6/21/2019)
- **The New York Times:** [Would You Return This Wallet?](#) (6/21/2019)
- **The Irish Times:** “Want someone to return your lost wallet? Leave cash in it.” (6/21/2019)
- **Toronto.com:** “A Little nudge goes a long way in increasing organ donor registrations” (5/2/2019)

2018

- Interview on national television in Canada: **The Agenda with Steve Paikin** about my research „If you are going to pay within the next 24 hours, press 1: Automatic planning prompt reduces credit card delinquency published in Journal of Consumer Psychology in 2018.
- **Wall Street Journal** (5.1.2018)
- **Canada NewsWire** (19.9.2018)
- **Market Watch** (30.7.2018)
- **Science Daily** (4.9.2018)
- **Forbes** (26.4.2018)
- **Scientific American** (25.4.2018)
- **Chicago Booth Review** (19.2.2018)
- **LesAffaires.com** (12.8.2018)
- **MedicalXpress** (5.6.2018)

Behavioral Finance Education Campaign

2019: Six online videos and one blog post on “Understanding investor behavior and biases”. The content helped Columbia Threadneedle Investments win six awards for investor and advisor communications at the 2019 Investment Management Education Alliance (IMEA) STAR Awards. <https://www.columbiathreadneedleus.com/blog/a-financial-advisors-guide-to-investor-behavior>

If you are going to pay within the next 24 hours, press 1: Automatic planning prompt reduces credit card delinquency published in Journal of Consumer Psychology in 2018.

2018: Harvard Business Review article, interview on national television in Canada (The Agenda with Steve Paikin)

When Retailing and Las Vegas Meet: Probabilistic Free Price Promotions published in Management Science in 2017.

2017: Harvard Business Review

Motivating Bureaucrats through Social Recognition: External Validity – a Tale of Two States published in Organizational Behavioral and Human Decision Processes (*forthcoming*).

2017: The Economist

Choice Architecture in Conflicts of Interest: Defaults as Physical and Psychological Barriers to (Dis)honesty, published in the Journal of Experimental Social Psychology in 2015.
2015: CTV News

Advance Payment Systems: Paying Too Much Today and Being Satisfied Tomorrow, published in the International Journal of Research in Marketing in 2015.
2015: BizEd

Financial Deprivation Selectively Shifts Moral Standards and Compromises Moral Decisions – published in Organizational Behavior and Human Decision Processes in 2014
2014: Psychologie Heute (Germany), Stuttgarter Zeitung (Germany)
2013: Huffington Post, International Business Times, Forbes, Business News Daily, Duke Chronicle, The Globe and Mail

The Role of Morality in Consumer Decisions – book chapter in “Flux: The Evolving Role of the Marketing Manager”
2013: Rotman magazine spring issue

Probabilistic Discounts: When Retailing and Las Vegas Meet -- under review
2011: Lang & O’Leary Exchange (business show on CBC-TV)

Signing at the beginning makes ethics salient and decreases dishonest self-reports in comparison to signing at the end – published in the Proceedings of the National Academy of Sciences in 2012
2013: New York Times, Psychologie Heute (Germany)
2012: Die Welt (Germany), The Globe and Mail, University of Toronto News, PsychCentral.com, Science Codex, Financial Times, Wired, Science + Religion Today, Yahoo! News, LifeScience.com, DiePresse.com (Austria), Mother Nature Network, BNET.com (CBS), the Business Insider, Flux: The Evolving Role of the Marketing Manager (Book edited by David Soberman and Dilip Soman), The (Honest) Truth about Dishonesty (Book by Dan Ariely)
2011: Harvard Business School Working Knowledge Newsletter; BNET.com (CBS); Business Insider

Greasing the Palm: Can Collectivism Promote Bribery? -- published in Psychological Science in 2011

2012: Podcast on weekly series “Arming the Donkeys,” Flux: The Evolving Role of the Marketing Manager (Book edited by David Soberman and Dilip Soman), National Public Radio (NPR), Science + Religion Today
2011: Psychology Today – “Essential Read” in Behavioral Economics; Toronto Sun; Ottawa Sun; ScienceDaily.com; Science20.com; CPI Financial; The Indian Express; The Associated Press (India); HVG (Hungary); India Abroad (India); Inside UTSC; HealthCanal.com; CNews, Physorg.com, EurekAlert, New Kerala, Newstrack India

Do Green Product Make Us Better People -- published in Psychological Science in 2010
Radio / TV / Video Interviews & Coverage

2013: Online guest lecture for the Duke University Coursera course “A Beginner’s Guide to Irrational Behavior” by Dan Ariely
2012: Podcast on weekly series “Arming the Donkeys;” video interview on “www.allearningaday.com”

- 2010: “Marketplace,” National Public Radio (NPR); “The John Gormley Live Show,” 650 CKOM/980 CJME; DR Udland, National Danish TV Broadcasting Cooperation; “DRS 2 aktuell” – a news show on the National Public Radio in Switzerland; “Living on Earth” with Public Radio International; “Earth Beat” on Radio Netherlands World Service; “Drivetime” show on BBC Radio 5; Newshour on BBC World Service Radio; Morning Report on Radio New Zealand; “As it Happens” show on CBC Radio & NPR; Ryan Doyle Show on NewsTalk 1010; Evolution 107.9FM; “The Environment Report,” NPR; “Eco-NewsNow,” CHRY 105.5FM
- 2009: “Here & Now” CBC Radio One; “Charles Adler Show” Corus Radio Network; “Take5” University of Toronto Community Radio; “Midmorning Show” Minnesota Public Radio (MPR); “Word of Mouth Show” New Hampshire Public Radio (NHPR); “The Current” CBC Radio; “NewsTalk” 1010 Radio; “Material World” BBC4 Radio

Print Coverage

- 2013: Rotman Magazine
- 2012: Flux: The Evolving Role of the Marketing Manager (Book edited by David Soberman and Dilip Soman), Frankfurter Allgemeine Zeitung (Germany), Die Zeit (Germany), Scientific American Mind, Minyanville
- 2011: Times Higher Education, APS (Association for Psychological Science web site)
- 2010: Psychology Today; The Deal (Australia); The Varsity (Canada); Die Zeit (Germany); TAZ – Die Tageszeitung (Germany); Scientific American Mind; Popular Science Magazine; Grist.com; The Washington Post; The Collegian; Revista Galileu (Brazil), CR Navigator (Poland); The Ecologist (UK); Global Post; The Nation (Pakistan); Oggi (Italy); Freakonomics, the Hidden Side of Everything Blog on NYTimes.com; National Post; Men’s Health (UK); TriplePundit.com; Metro, Toronto; The Independent (UK); Stanford Social Innovation Review, International Herald Tribune (also published March 21, 2010, on Energy & Environment - NYTimes.com); New Scientist; Andrew Sullivan Blog, The Atlantic; Motortrend; Coventry Telegraph; Sydney Morning Herald; Green Inc. Blog on New York Times; The Toronto Sun; The Vancouver Sun; Daily Mail (UK); Fox Business News; Straight.com; Gulf Times (Qatar); The Economic Times (India), Sify.com; Sunnyside Up Blog; What’s Up With That Blog; The Guardian; Psychologies (UK); CBCNews.ca; The Spectator; WallStreetJournal.com; Politiken (Denmark); This is Money (UK); Today (Singapore), Brisbane Times; the Kansas City Star; Süddeutsche Zeitung (Germany); Khaleej Times; Newsweek.com; Trueslant.com; Conservation Magazine
- 2009: DigitalJournal.com; 570 News; The Canadian Press; Huliq News; Breaking News Desk, Canwest News Service; The Edmonton Journal; SmartMoney.com; AlterNet, Mother Nature News; Berliner Morgenpost (Germany); Hamburger Abendblatt (Germany); CNNMoney.com, OCRegister.com; NationalPost.com, 925.nl (The Netherlands); El Correo (Spain); and Gazeta (Poland); Stanford University Review; Slate (number one on their most read articles list that week); The Guardian (UK); The Times, London; Nature Reports: Climate Change; The Toronto Star; DailyFinance.com; PsychCentral.com; Newsweek.com; The Harald Sun; The Globe and Mail; ScienceDaily; The Times of India; Mumbai DNA; The Guardian; motherjones.com; demodirt.com

Large Stakes and Big Mistakes -- published in Review of Economic Studies in 2009

- 2012: I was interviewed for a 2-part documentary called Risk for the radio show Ideas with Paul Kennedy (CBC Radio 1). I was interviewed together with fellow academics

such as Paul Slovic and other business experts and appeared in the second part of the show “I’m sure there’s nothing to worry about.”

2011: The Economic Times, Bnet.com

2010: Ted talk by Daniel H. Pink; Wired (UK); The Upside of Irrationality (New York Times International Business Bestseller Book by Dan Ariely)

2009: The Globe and Mail; Frankfurter Allgemeine Zeitung (Germany); The Atlantic; International Harald Tribune; New York Times Bestseller Book “Drive” by Daniel H. Pink

2008: Australian Financial Review; MaRS Blog; University of Toronto Bulletin; Thaindian News; The New York Times; Canadian HR Reporter

The Dishonesty of Honest People: A Theory of Self-Concept Maintenance -- published in Journal of Marketing Research in 2008

2013: New York Times

2012: The (Honest) Truth about Dishonesty (Book by Dan Ariely)

2011: University of Toronto Magazine; The New York Times; UK Behavioural Insights Team’s Annual update 2010-2011

2010: The Science of Sin (TV series interview); The Guardian (UK); Smartmoney.com; Miles Away... Worlds Apart (book by Alan Sakowitz)

2009: WKRN-TV; WKRN.com; Rotman Magazine

2008: Frankfurter Allgemeine Zeitung (Germany); Predictably Irrational (New York Times International Business Bestseller Book by Dan Ariely)

2007: “Breakthrough Ideas for 2008,” Harvard Business Review; The New York Times; The Boston Globe

2006: The Republican; Marketing News

Zero as a Special Price: The True Value of Free Products -- published in Marketing Science in 2007

2009: The Washington Post

2008: Financial Times; The New Yorker; Predictably Irrational (New York Times International Business Bestseller Book by Dan Ariely)

Miscellaneous

- Video-guest for a new online course at the King’s College London’s International School of Government called “Behavioral Insights in Public Policy” (03/2021)
- Video interview for Questrom Insights on “How Behavioral Nudges Impact Organizations” (03/2021)
- Guest on the *Behavior Design Podcast* hosted by Aline Holzwarth and Samuel Salzer (02/2021)
- *APS Observer* covering the new Global INSights Initiative (GINI) at the World Bank (Vol. 28, No. 10, December, 2015)
- *TEDxToronto* Speaker on Nudging for Honesty and Organ Donation, October 2015.
 - Transcribed for *The Behavioral Issue, Rotman magazine, Spring 2017* as “Are All Our Good Intentions Just Cheap Talk?”
- Filming for the documentary film “(Dis)Honesty - The Truth About Lies,” by Dan Ariely and SALTY Features (filming was in July 2014). The documentary film has its international premier at the HotDocs film festival in Toronto on April 24, 2015.
- Filming for a 90-min episode on dishonesty for a science family show for *NHK, Japanese public television*. It is estimated to attract one million viewers in 2015 (filming was in October 2014).

- An interview with the Alumni Association of the *German National Academic Foundation (Studienstiftung des Deutschen Volkes)*, published March 26, 2014
- An extensive interview about my work and the Rotman School with the Croatian newspaper *Novi List*, published March 16, 2014 after being named "The 40 Most Outstanding B-School Profs Under 40 In The World" by the business education website Poets&Quants in February 2014
- "Turns out you can buy happiness after all" September 6, 2010, *The Globe & Mail*
- "Behavioural economics: Why do I spend? I don't want to know" April 29, 2010, *The Globe & Mail*
- Interview about my "Integrative Thinking: Psychology and Markets" undergraduate elective course (RSM418) for the 2009 Rotman School's Annual Commerce Investors' Report
- "Shame Shopping: The Secret Face of Recessionary Spending" April 2009, *Fashion Magazine*
- An excerpt of my published paper "Dishonesty in Everyday Life and its Policy Implications" has been featured in Fall 2007, *Rotman Magazin*

ADDITIONAL EXPERIENCES

- *Sony Pictures Imageworks and MIT Comparative Media Studies Program, Cambridge, MA*
- Adapting Linear Storytelling in an Interactive Age (01/2002)
- *Media Management, University of Applied Sciences Wiesbaden, Germany (2000 - 2001)*
Three semesters of master-level degree courses in Film/Media Design, Technology, and Management (e.g., film history, lighting, photography, AVID cutting, short movie-directing)
- *The Hollywood Film Institute, Los Angeles with the IFS International Film School, Cologne, Germany*
Feature Film Producer-Seminar (08/2000)
- *Saatchi & Saatchi, Advertising Agency, Frankfurt, Germany*
TV-Producer-Intern (06 - 09/1999)
(Procter & Gamble "Pampers" commercial-project as producer, director, and director of photography; assistance in the organization and realization of diverse shootings including casting, post productions, audio recordings for radio, and adaptations of foreign commercials; budget and royalty fee calculations; market research)
- *Management Academy of the German National Merit Foundation, Chorin / Berlin, Germany*
Workshop: „Public Relation at the BASF company“ (08/1999)
- *The Boston Consulting Group, Düsseldorf, Germany*
Workshop: „Competitor advances through information technology“ (10/1998)
- *BASF China, Shanghai, China*
Project Management-Intern in the Dispersion Division (07 - 09/1998)
(Design and implementation of a China-wide information- and documentation system for strategic data; assistance in the competitor analysis)
- *Merz + Co., Frankfurt, Germany*
Product Manager-Intern Cosmetics and Health Care (09 - 10/1996)
(Direct-Mailing activities; consumer survey design and analysis, assistance in packaging relaunch)

- *ManagementTeam GmbH, Management Consulting, Wiesbaden, Germany*
Student assistant (03/1996 - 09/1999)
- *CSC Ploenzke, Consulting, Wiesbaden, Germany*
Student assistant (10/1995)

LANGUAGE SKILLS

- German: Native / Bilingual Proficiency
- English: Full Professional Proficiency
- Serbo-Croatian: Limited Working Proficiency
- French: Elementary Proficiency