

Last updated June 2017

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Philadelphia, PA 19104  
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## ACADEMIC POSITIONS

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*The Wharton School, the University of Pennsylvania, Philadelphia, PA*  
Associate Professor (with Tenure) of Operations, Information and Decisions 2015 – present  
James G. Campbell, Jr. Assistant Professor of Operations and Information Management 2013 – 2015  
Assistant Professor of Operations and Information Management 2009 – 2013

*The Perelman School of Medicine, the University of Pennsylvania, Philadelphia, PA*  
Secondary Faculty Appointment in the Division of Health Policy in the Department of  
Medical Ethics and Health Policy 2014 – present

*Wharton People Analytics Initiative, Philadelphia, PA*  
Co-Director 2015 – present

## EDUCATION

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*Ph.D., Information, Technology & Management* 2009  
Business School & School of Engineering and Applied Science, Harvard University

*B.S.E., Summa cum Laude, Operations Research & Financial Engineering* 2004  
*Certificate in American Studies*  
Princeton University

## REFEREED PUBLICATIONS

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1. Benartzi, S., J. Beshears, **K.L. Milkman**, C. Sunstein, R.H. Thaler, M. Shankar, W. Tucker, W.J. Congdon, and S. Galing (forthcoming). “Should Governments Invest More in Nudges?” *Psychological Science*.
2. Kessler, J.B. and **K.L. Milkman** (forthcoming). “Identity in Charitable Giving.” *Management Science*.
3. Staats, B.R., H. Dai, D. Hofmann and **K.L. Milkman** (2017). “Motivating Process Compliance through Electronic Monitoring: An Empirical Examination of Hand Hygiene in Healthcare.” *Management Science*, Vol. 63(5), 1563-1585.
4. Dai, H., D. Mao, J. Riis, K.G. Volpp, M.J. Relish, V.F. Lawnicki, **K.L. Milkman** (2017). “Capitalizing on Fresh Starts Does Not Impact the Effectiveness of Medication Adherence Reminders: A Randomized Trial.” *Journal of the American Medical Association: Cardiology*.
5. Rogers, T., and **K.L. Milkman** (2016). “Reminders through Association.” *Psychological Science*, Vol. 27(7), 973-986.

6. Shin, J., and **K.L. Milkman** (2016). “How backup plans can harm goal pursuit: The unexpected downside of being prepared for failure.” *Organizational Behavior and Human Decision Processes*, Vol. 135, 1-9.
7. Rogers, T., **K.L. Milkman**, L. John, M.I. Norton (2015). “Beyond Good Intentions: Prompting People to Make Plans Improves Follow-through on Important Tasks.” *Behavioral Science & Policy*, Vol. 1(2), 33-41.
8. Beshears, J., J.J. Choi, D. Laibson, B.C. Madrian, and **K.L. Milkman** (2015). “The Effect of Providing Peer Information on Retirement Savings Decisions.” *Journal of Finance*, Vol. 70(3), 1161-1201.
9. Dai, H., **K.L. Milkman**, and J. Riis (2015). “Put Your Imperfections Behind You: Goal Initiation Is Motivated by Temporal Landmarks that Signal the Beginning of New Time Periods.” *Psychological Science*, Vol. 26(12), 1927-1936.
10. **Milkman, K.L.**, M. Akinola, and D. Chugh (2015). “What Happens Before? A Field Experiment Exploring How Pay and Representation Differentially Shape Bias on the Pathway into Organizations.” *Journal of Applied Psychology*, Vol. 100(6), 1678-1712.
11. Dai, H., **K.L. Milkman**, D. Hofmann and B.R. Staats (2015). “The Impact of Time at Work and Time off from Work on Rule Compliance: The Case of Hand Hygiene in Healthcare.” *Journal of Applied Psychology*, Vol. 100(3), 846-862.
12. Dai, H., **K.L. Milkman**, J. Riis (2014). “The Fresh Start Effect: Temporal Landmarks Motivate Aspirational Behavior.” *Management Science*, Vol. 60(10), 2563–2582.
13. **Milkman, K.L.**, and J. Berger (2014). “The Science of Sharing and the Sharing of Science.” *Proceedings of the National Academy of Sciences*. Vol. 111, 13642-13649.
14. Rogers, T., **K.L. Milkman**, and K.G.M. Volpp (2014). “Commitment Devices to Improve Unhealthy Behaviors: In Reply.” *Journal of the American Medical Association*, Vol. 312(15), 1592-1593.
15. Rogers, T., **K.L. Milkman**, and K.G.M. Volpp (2014). “Commitment Devices: Using Initiatives to Change Behavior.” *Journal of the American Medical Association*, Vol. 311(20), 2065-2066.
16. **Milkman, K.L.**, J.A. Minson, and K.G.M. Volpp (2014). “Holding the Hunger Games Hostage at the Gym: An Evaluation of Temptation Bundling.” *Management Science*, Vol. 60(2), 283-299.
17. McGinn, K.L. and **K.L. Milkman** (2013). “Looking Up and Looking Out: Career Mobility Effects of Demographic Similarity Among Professionals.” *Organization Science*, Vol. 24, 1014-1040.
18. **Milkman, K.L.**, J. Beshears, J.J. Choi, D. Laibson, and B.C. Madrian (2013). “Planning Prompts as a Means of Increasing Preventive Screening Rates.” *Preventive Medicine*, Vol. 56, 92-93.
19. **Milkman, K.L.**, M. Akinola, and D. Chugh (2012). “Temporal Distance and Discrimination: An Audit Study in Academia.” *Psychological Science*, Vol. 23(7), 710-717.
20. **Milkman, K.L.** (2012). “Unsure What the Future Will Bring? You May Over-Indulge: Uncertainty Increases the Appeal of *Wants* over *Shoulds*.” *Organizational Behavior and Human Decision Processes*, Vol. 119, 163-176.

21. Berger, J. and **K.L. Milkman** (2012). “What Makes Online Content Viral?” *Journal of Marketing Research*, Vol. XLIX (April 2012), 192-205.
22. Staats, B.R., **K.L. Milkman**, and C. Fox (2012). “The Team Scaling Fallacy: Underestimating the Declining Efficiency of Larger Teams.” *Organizational Behavior and Human Decision Processes*, Vol. 118, 132-142.
23. **Milkman, K.L.**, M.C. Mazza, L.L. Shu, C. Tsay, and M.H. Bazerman (2012). “Policy Bundling to Overcome Loss Aversion: A Method for Improving Legislative Outcomes.” *Organizational Behavior and Human Decision Processes*, Vol. 117, 158-167.
24. McGinn, K.L., **K.L. Milkman** and M. Nöth (2012). “Walking the Talk in Multiparty Bargaining: An Experimental Investigation.” *Journal of Economic Psychology*, Vol. 33, 278-291.
25. **Milkman, K.L.**, J. Beshears, J.J. Choi, D. Laibson, and B.C. Madrian (2011). “Using Implementation Intentions Prompts to Enhance Influenza Vaccination Rates.” *Proceedings of the National Academy of Sciences*, Vol. 108, 10415-10420.
26. Beshears, J. and **K.L. Milkman** (2011). “Do Sell-Side Stock Analysts Exhibit Escalation of Commitment?” *Journal of Economic Behavior and Organization*, Vol. 77, 304-317.
27. **Milkman, K.L.**, T. Rogers and M.H. Bazerman (2010). “I’ll have the Ice Cream Soon and the Vegetables Later: A Study of Online Grocery Purchases and Order Lead Time.” *Marketing Letters*, Vol. 21, No. 1, 17-36.
28. **Milkman, K.L.**, T. Rogers and M.H. Bazerman (2009). “Highbrow Films Gather Dust: Time-inconsistent Preferences and Online DVD Rentals.” *Management Science*, Vol. 55, No. 6, 1047-1059.
29. **Milkman, K.L.** and J. Beshears (2009). “Mental Accounting and Small Windfalls: Evidence from an Online Grocer.” *Journal of Economic Behavior and Organization*, Vol. 71, No. 2, 384-394.
30. **Milkman, K.L.**, D. Chugh and M.H. Bazerman (2009). “How Can Decision Making Be Improved?” *Perspectives on Psychological Science*, Vol. 4, No. 4, 379-383.
31. Martin, J.M., J. Beshears, **K.L. Milkman**, M.H. Bazerman and L. Sutherland (2009). “Modeling Expert Opinions on Food Healthiness: A Nutrition Metric.” *Journal of the American Dietetic Association*, Vol. 109, No. 6, 1088-1091.
32. **Milkman, K.L.**, T. Rogers and M.H. Bazerman (2008). “Harnessing Our Inner Angels and Demons: What We Have Learned about Want/Should Conflicts and How That Knowledge Can Help Us Reduce Short-Sighted Decision Making.” *Perspectives on Psychological Science*, Vol. 3, No. 4, 324-338.
33. **Milkman, K.L.**, J. Burns, D.C. Parkes, G. Barron and K. Tumer (2008). “Testing a Purportedly More Learnable Auction Mechanism.” *Applied Economics Research Bulletin*, Vol. 2, 106.
34. **Milkman, K.L.**, R. Carmona and W. Gleason (2007). “A Statistical Analysis of Editorial Influence and Author-Character Similarities in 1990s New Yorker Fiction.” *Journal of Literary and Linguistic Computing*, Vol. 22, 305-328.

#### ADDITIONAL PUBLICATIONS

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35. Beshears, J.B., **K.L. Milkman**, and J. Schwartzstein (2016). “Beyond Beta-Delta: The Emerging Economics of Personal Plans.” *American Economic Review Papers & Proceedings*, Vol. 106, No. 5, 430-434.
36. Soll, J.B., **K.L. Milkman**, and J.W. Payne (2016). “A User’s Guide to Debiasing.” In K. Gideon and G. Wu (eds.) Wiley-Blackwell Handbook of Judgment and Decision Making.
37. Bitterly, T.B., R. Mislavsky, H. Dai, and **K.L. Milkman** (2015). “Dueling with Desire: A Synthesis of Past Research on *Want/Should* Conflict.” In W. Hoffman and L. Nordgren (eds.) The Psychology of Desire.
38. Soll, J.B., **K.L. Milkman**, and J.W. Payne (2015). “Outsmart Your Own Biases.” *Harvard Business Review*. (May)
39. Kelly, T.F. and **K.L. Milkman** (2013). “Escalation of Commitment.” In E.H. Kessler (Ed.) Encyclopedia of Management Theory, Thousand Oaks, CA: Sage Publications, Inc.
40. Dai, H., **K.L. Milkman**, J. Beshears, J.J. Choi, D. Laibson and B. Madrian (2012). “Planning Prompts as a Means of Increasing Rates of Immunization and Preventive Screening.” *Public Policy & Aging Report*, Vol. 22, No. 4, 16-19.
41. **Milkman, K.L.** (2008). “Forethought: Tapping Consumers’ Desire for ‘Shoulds’.” *Harvard Business Review*, Vol. 86, Nos. 7/8 (July - August), 22.

#### MAGAZINES AND NEWSPAPERS

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42. Rogers, T. and **K.L. Milkman** (2017). “A New Way to Remember: The Power of Quirky Memory Jogs.” *Scientific American Mind* (February 7, 2017).
43. Beshears, J., **K.L. Milkman**, L. Burke, and A. Fahey (2016). “The Science Behind Why You Don’t Save (And What To Do About It).” *Money* (July 26, 2016).
44. Shin, J. and **K.L. Milkman** (2016). “Having a ‘Plan B’ Can Hurt Your Chances of Success.” *Scientific American Mind* (July 19, 2016).
45. Rees-Jones, L., **K.L. Milkman**, and J. Berger (2015). “The Secret to Online Success: What Makes Content Go Viral.” *Scientific American Mind* (April 14, 2015).
46. Chugh, D., **K.L. Milkman**, and M. Akinola (2014). “Professors are Prejudiced, Too.” *The New York Times* (May 11, 2014): SR14.
47. **Milkman, K.L.** (2014). “The Importance of Experimentation.” *Wharton Magazine* (Winter 2014):24-25.
48. **Milkman, K.L.** and K.G.M. Volpp (2014). “How to Keep Your Resolutions.” *The New York Times* (Jan 3, 2014): SR12.

## WORKING PAPERS

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49. Dai, H., B. Dietvorst, **K.L. Milkman**, M.E. Schweitzer and B. Tuckfield. “Quitting: The Downside of Great Expectations.” Conditionally accepted at the *Academy of Management Journal*.
50. Dai, H., D. Mao, K.G. Volpp, H.E. Pearce, M.J. Relish, V.F. Lawnicki, **K.L. Milkman**. “The Effect of Interactive Reminders on Medication Adherence: A Randomized Trial.” Revise and resubmit at *Preventive Medicine*.
51. Chang, E.H., **K.L. Milkman**, D. Chugh, M. Akinola. “‘Twomenism’ is the New Tokenism: Gender Diversity on U.S. Corporate Boards.” Revise and resubmit at the *Academy of Management Journal*.
52. Beshears, J., H. Dai, **K.L. Milkman**, S. Benartzi. “Framing the Future in the Field: Pre-Commitment Nudges and Fresh Start Messaging.” Under review.
53. Chuan, A., J.B. Kessler, **K.L. Milkman**. “Reciprocity Decays over Time, As Revealed by a Field Study of Charitable Giving.” Under review.
54. Beshears, J., H.N. Lee, **K.L. Milkman**, R. Mislavsky. “Creating Exercise Habits: The Tradeoff between Flexibility and Routinization.”
55. Kessler, J.B., **K.L. Milkman**, and C.Y. Zhang. “Getting the Rich and Powerful to Give.”
56. John, L.K., **K.L. Milkman**, F. Gino, B. Tuckfield, L. Foschini. “The Ineffectiveness of Inconspicuous Incentives: A Field Experiment on Inattention.”

## AWARDS & HONORS

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### *Research*

- William F. O’Dell Award from the American Marketing Association, 2017
- Society for Judgment and Decision Making FABBS Early Career Award Winner, 2015
- Marketing Science Institute Young Scholar, 2015
- Author of One of the 10 Most Downloaded Papers of the Year on SSRN, 2014
- Finalist for the Paul E. Green Award for the Best 2012 *Journal of Marketing Research* Article, 2013
- Dorinda and Mark Winkelman Distinguished Scholar Award, 2012
- The Wyss Award from Harvard Business School for Excellence in Doctoral Research, 2008
- Omega Rho Undergraduate Project Research Award from INFORMS, 2004
- The Lore von Jaskowsky Memorial Prize in Engineering from Princeton University, 2004
- The Willard Thorp Thesis Prize in American Studies from Princeton University, 2004

### *Teaching*

- Excellence in Teaching Award for the Undergraduate Division at Wharton, 2015 and 2016
- Finalist for the Anvil Award for the Most Outstanding MBA Teacher at Wharton, 2014 and 2015
- Elected Faculty Marshal for Wharton MBA Class of 2015
- Voted Winner of the Wharton MBA Program’s “Iron Prof” Research Presentation Competition, 2013
- Poets & Quants Selection: “World’s Best 40 B-School Professors under the Age of 40”, 2011

## **ADDITIONAL AFFILIATIONS**

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Executive Committee, Behavioral Science & Policy Association	2015 – present
Affiliate, ideas42	2012 – present
Senior Fellow, Leonard Davis Institute of Health Economics, U. Penn	2010 – present

## **INVITED TALKS**

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2017	Yale University (Spring 2017); Stanford University (Spring 2017)
2016	Northwestern University (Fall 2016); Carnegie Mellon University (Fall 2016); Columbia University (Fall 2016); ideas42 Behavioral Summit (Fall 2016); Behavioral Exchange at Harvard University / BX2016 (Spring 2016); Princeton University (Spring 2016)
2015	Rutgers University (Fall 2015); Cornell University (Fall 2015); Johns Hopkins University (Fall 2015); Harvard University (Fall 2015); University of Chicago (Spring 2015); Yale-IPA Researcher Gathering on Advancing Financial Inclusion (Spring 2015); Massachusetts Institute of Technology (Spring 2015); Harvard University (Winter 2015); American Economics Association Meetings (Winter 2015)
2014	University of Lausanne (Fall 2014); University of Toronto (Fall 2014); Duke University (Fall 2014); Google (Fall 2014); Princeton University (Fall 2014); University of Alabama at Birmingham Nutrition Obesity Research Center (Fall 2014); University of Zurich Workshop on Experimental and Behavioral Economics Research (Fall 2014); University of California at Los Angeles (Spring 2014); SPSP Judgment and Decision Making Pre-Conference (Winter 2014)
2013	National Academy of Sciences (Fall 2013); University of Utah (Spring 2013)
2012	Carnegie Mellon University (Fall 2012); Google (Spring 2012); Northwestern University (Spring 2012); Harvard University (Winter 2012)
2011	University of California at Los Angeles (Fall 2011); Cornell University (Spring 2011)
2010	University of Pittsburgh (Spring 2010); Temple University (Spring 2010)
2009	Stanford Institute for Theoretical Economics (Summer 2009); University of Pennsylvania (Winter 2009); London Business School (Winter 2009); University of California at San Diego (Winter 2009); Ohio State University (Winter 2009); University of Southern California (Winter 2009)
2008	Stanford University (Fall 2008); Cornell University (Fall 2008); Northwestern University (Fall 2008); Columbia University (Fall 2008); Yale University (Fall 2008); London Business School (Fall 2008); University of Chicago (Fall 2008); University of California at Berkeley (Fall 2008)

## **ADVISING**

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- **Dissertation Committees:** Marissa Sharif (UCLA MKTG 2017), Emma Levine (Wharton OID 2016), Colin Hennessy (PennGSE 2016), Jihae Shin (Wharton MGMT 2014), Alison Wood Brooks (Wharton OID 2013), Nicole Ruedy (Wharton OID 2010)
- **PhD Advisees:** Hengchen Dai (Wharton OID 2015), Bradford Tuckfield (Wharton OID 2015), Edward Chang (Wharton OID Expected 2020)
- **Undergraduate Thesis Advisees:** Nadia Tareen (Wharton 2015), Celine Wee (Wharton 2014), Anjani Vedula (Wharton 2013), Corey Metzman (Wharton 2012), Elizabeth Weiss (Harvard 2009), Nicholas Green (Harvard 2007)
- **Wharton Research Scholars Mentor:** 2010, 2011

## **EDITORIAL, REFEREEING & OTHER ACADEMIC SERVICE**

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### Associate Editor

*Management Science: Behavioral Economics Department*, 2013-present

### Editorial Board Member

*Organizational Behavior and Human Decision Processes*, 2013-2016

### Executive Board Member

*Society for Judgment and Decision Making*, 2015-present

### Ad-Hoc Journal Reviewing

*Proceedings of the National Academy of Sciences, Management Science, Psychological Science, Quarterly Journal of Economics, American Economic Review, American Economic Journal: Economic Policy, Journal of Applied Psychology, Organizational Behavior and Human Decision Processes, Journal of Economic Behavior and Organizations, Journal of Marketing Research, Journal of Consumer Research, Journal of Experimental Social Psychology, PLoS One, Marketing Letters, Journal of Behavioral Decision Making, Review of Economics and Statistics, Manufacturing and Service Operations Management, Strategic Management Journal, Swedish Journal of Economics, Applied Economics Research Bulletin*

### Conference Chairmanships, Program Committees and Reviewing

*Choice Symposium, Workshop Co-Chair*, 2016

*Behavioral Science and Policy Association Conference Program Chair*, 2015

*Society for Judgment and Decision Making Program Committee*, 2013-present

Program Chair, 2015

Keynote Chair, 2014

Poster Chair, 2013

*Society for Judgment and Decision Making Submission Reviewer*, 2012

*Society of Consumer Psychology Program Committee*, 2012, 2015

*Behavioral Decision Research in Management Conference Program Committee*, 2010

Co-Organizer of Women in SJDM Conference Annual Luncheon, 2011-2013

Co-Organizer of Wharton's Interdisciplinary Decision Processes Seminar, 2010-2012

## **CONFERENCE PRESENTATIONS**

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### **Creating Exercise Habits through Incentives: The Tradeoff between Flexibility and Routinization**

- Choice Symposium, Lake Louise, ON 2016
- Applying Behavioral Economics to Problems in Health Conference, Philadelphia, PA 2015

### **Elephants and Aliens: Co-opting the Distinct as Reminders.**

- Society for Judgment and Decision Making Conference, Long Beach, CA 2014

### **Holding the Hunger Games Hostage at the Gym: An Evaluation of Temptation Bundling**

- Winter Decision Making Symposium, Santa Monica, CA 2014
- Applying Behavioral Economics to Problems in Health Conference, Philadelphia, PA 2013
- Society for Judgment and Decision Making Conference, Toronto, Canada, 2013
- Stanford Institute for Theoretical Economics: Psychology & Economics, Palo Alto, CA, 2013
- Academy of Management Conference, Orlando, FL, 2013
- Society for Consumer Psychology Winter Conference, San Antonio, TX, 2013
- Penn-CMU Roybal Retreat, Cape May, NJ, 2012

### **Teetering between Cooperation and Competition: How Subtle Cues Unexpectedly Derail Competitive Workplace Relationships**

- Academy of Management Conference, Orlando, FL, 2013

#### **Using Implementation Intentions Prompts to Enhance Influenza Vaccination Rates**

- Academy of Management Conference, Boston, MA, 2012
- Behavioral Decision Research in Management Conference, Boulder, CO, 2012
- Behavioral Economics and Health Annual Symposium, Philadelphia, PA 2012
- Society for Judgment and Decision Making Conference, Seattle, WA, 2011
- Penn-CMU Roybal Retreat, Pittsburgh, PA 2010

#### **Temporal Distance and Discrimination: An Audit Study in Academia**

- Women in the Workplace: Navigating the Labyrinth Conference, Pittsburgh, PA, 2014
- The Wharton OB Conference, Philadelphia, PA, 2012
- Stanford Institute for Theoretical Economics: Experimental Economics, Palo Alto, CA, 2011
- Subjective Probability, Utility and Decision Making Biennial Conference, London, UK, 2011
- Academy of Management Annual Meeting, San Antonio, TX, 2011
- Behavioral Economics Annual Meeting, Berkeley, CA, 2011
- Harvard Business School's Young Alumni Research Day, Cambridge, MA, 2011
- Columbia University's IRB Annual Education Conference, New York, NY, 2011
- Society for Judgment and Decision Making Conference, St. Louis, MO, 2010

#### **The Effect of Peer Information on Retirement Savings Decisions**

- Association for Consumer Research Conference, Jacksonville, FL, 2010

#### **Social Transmission and Viral Culture**

- Behavioral Decision Research in Management Conference, Pittsburgh, PA, 2010

#### **Unsure What the Future Will Bring? You May Over-Indulge: Uncertainty Increases the Appeal of Wants over Shoulds.**

- Society for Judgment and Decision Making Conference, Boston, MA, 2009

#### **Highbrow Films Gather Dust: A Study of Dynamic Inconsistency and Online DVD Rentals**

- Society for Judgment and Decision Making Conference, Chicago, IL, 2008
- Academy of Management Conference, Anaheim, CA, 2008

#### **I'll Have the Ice Cream Soon & the Vegetables Later: Decreasing Impatience in Online Grocery Orders**

- Academy of Management Conference, Anaheim, CA, 2008

#### **Stock Analyst Forecasts and the Escalation of Commitment**

- Behavioral Decision Research in Management Conference, La Jolla, CA, 2008

#### **A Statistical Analysis of 1990s New Yorker Fiction**

- Institute for Operations Research and Management Sciences Annual Meeting, Denver, CO, 2004

#### **TEACHING**

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- Decision Making and Behavioral Economics in the Wild (Doctoral Course), The Wharton School, University of Pennsylvania
- Managerial Decision Making (MBA Course), The Wharton School, University of Pennsylvania



*Last updated June 2017*

- Decision Processes (Undergraduate Course), The Wharton School, University of Pennsylvania
- Senior Thesis Tutorial in Behavioral and Experimental Economics (Undergraduate Course), Harvard University

#### **OTHER PROFESSIONAL EXPERIENCE**

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- Equity Research, Morgan Stanley, New York, NY
- Investment Banking, Goldman, Sachs & Co., San Francisco, CA
- U.S. Department of Commerce Economic Development Administration, Washington, DC

#### **SELECTED MEDIA COVERAGE**

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- Adopting Financial Habits That Stick, *Forbes*, 06/07/2017
- 3 Easy Steps to Turn Around Those Abandoned New Year's Resolutions, *Huffington Post*, 04/27/2017
- Could Solving This One Problem Solve All the Others? *Freakonomics*, 04/05/2017
- Big Returns from Thinking Small, *Freakonomics*, 03/29/2017
- Even Work-Life Balance Experts Are Awful at Balancing Work and Life, *Science of Us*, 03/28/2017
- 5 New Year's Resolutions You'll Always Break and How to Change That, *Today*, 12/30/2016
- Why We Think We Can Keep Those New Year's Resolutions, *Scientific America*, 12/29/2016
- Want to Make Better Decisions? Try 'Temptation Bundling', *New York Magazine*, 10/21/2016
- Why Your Backup Plan is Holding You Back, *Fast Company Magazine*, 09/21/2016
- September is Your Second Chance January, *New York Magazine*, 09/01/2016
- Making a Backup Plan Undermines Performance, *Harvard Business Review*, 09/2016
- Why Making a Backup Plan May Set You Up to Fail, *The Washington Post*, 08/17/2016
- 'Plan A' Works Better When There is No 'Plan B', *The Wall Street Journal*, 08/16/2016
- The Downside to Being Prepared for Failure, *Boston Globe*, 08/05/2016
- The Long-Term Effects of Tracking Employee Behavior, *Harvard Business Review*, 07/18/2016
- It's Tough to Make Good Health Choices, but Science Can Help, *National Public Radio*, 07/07/2016
- The Simple Brain Trick that Will Transform Your Memory, *Fast Company*, 06/15/2016
- How to Stop Procrastinating and Boost Your Willpower by Using 'Temptation Bundling', *Huffington Post*, 03/23/2016
- Is It the Right Time for a Fresh Start?, *Scientific American*, 03/01/2016
- 3 Science-Backed Ways to Combat Procrastination, *Business Insider*, 02/14/2016
- Why It's Not Too Late To Make a New Year's Resolution, *National Public Radio*, 01/19/2016
- Small Acts of Kindness Can Have a Huge Impact on Workplace Effectiveness, *The Globe and Mail*, 01/15/2016
- Most Resolutions Fail Because They're Not Important Enough, *Harvard Business Review*, 01/14/2016
- Seven Tricks in Economics to Help You Keep Your Resolutions, *Bloomberg Benchmark*, 01/07/2016
- Can Psychology Teach Us How to Stick to New Year's Resolutions?, *National Public Radio*, 01/01/2016
- Donald Trump's Unstoppable Virality, *The New York Times*, 12/21/2015
- My New Year's Resolution: Regress to a Better Mean, *Huffington Post*, 12/23/2015
- Want to Keep New Year's Resolutions? Timing Is Key, Researchers Find, *Chicago Tribune*, 12/22/2015
- How to Boost Your Retirement Savings in 2016, *U.S. News & World Report*, 12/21/2015
- New Year's Resolutions Often Fail. Good Thing the Year Is Full of Fresh Starts, *Washington Post*, 12/15/2015

- What Is a Good New Year's Resolution to Make?, *Freakonomics Question of the Day*, 12/10/2015
- Scientists Say This Simple Psychological Shift Can Help You Achieve Your Goals, *Business Insider*, 12/09/2015
- The Best-Laid Backup Plans..., *National Public Radio*, 11/10/2015
- Why Organizations Don't Learn, *Harvard Business Review*, 11/2015
- How the Hunger Games Can Help You Stop Procrastinating, *Time*, 11/05/2015
- In the Classroom, Common Ground Can Transform GPAs, *National Public Radio*, 10/13/2015
- Don't Compare Your Savings to That of Your Peers, *The Wall Street Journal*, 09/20/2015
- How Harnessing Temptations Can Cure Procrastination, *Fast Company*, 08/19/2015
- Why Peer Pressure Doesn't Add Up to Retirement Savings, *National Public Radio*, 07/31/2015
- A Wharton Professor Discovered a Psychological Trick That Will Help You Stop Procrastinating, *Business Insider*, 06/27/2015
- Please, Corporations, Experiment on Us, *The New York Times*, 06/19/2015
- Kids Benefit from Having a Working Mom, *Forbes*, 05/15/2015
- Leaders as Decision Architects, *Harvard Business Review*, 05/01/2015
- Should We Really Behave Like Economists Say We Do?, *Freakonomics Radio*, 05/04/2015
- The Ultimate "Game of Thrones" Workout, *The Daily Beast*, 04/19/2015
- Professors Are More Responsive to Prospective Ph.D. Students Who Are White and Male, *The Chronicle of Higher Education*, 04/17/2015
- Faculty Prefer Women for Tenure-Track STEM Positions, *U.S. News & World Report*, 04/13/2015
- When Willpower Isn't Enough, *Freakonomics Radio*, 03/11/2015
- Health Experts Don't Always Sanitize Their Hands, Data Show, *National Public Radio*, 03/02/2015
- How to Make Yourself Go to the Gym, *The New York Times*, 01/10/2015
- How to Keep Your New Year's Resolutions, *Bloomberg View*, 12/30/2014
- 10 Brilliant Strategies for Writing Viral Content, *Forbes*, 12/17/2014
- Why I'm Glad My Last Name Isn't Kim, Lee or Park, *Huffington Post*, 12/9/2014
- Beware the Angry Birds, *The Economist*, 10/11/2014
- Changing Bad Habits the Smart Way, *The Philadelphia Inquirer*, 09/28/2014
- The Science Behind Why Jeff Bezos' 2-Pizza Rule Works, *Business Insider*, 09/25/2014
- Harassment in Science, Replicated, *The New York Times*, 08/11/2014
- Katherine Milkman on Why Fresh Starts Matter, *Strategy+Business*, 08/08/2014
- 6 Qualities That Make Your Videos Go Viral, *Forbes*, 08/07/2014
- Want to Make Better Choices? Conceive a 'Fresh Start' Out of Thin Air, *New York Magazine*, 06/27/2014
- 5 Expert-Approved Ways to Make Smarter Decisions, *New York Magazine*, 06/19/2014
- Why That Video Went Viral, *The New York Times*, 05/19/2014
- On the Cutting Edge of Viral, *Forbes*, 04/29/2014
- Deep-Seated Bias, Not Lack of Confidence, Knocks Women off the Path to Success, *The Washington Post*, 04/28/2014
- Sex and Race Discrimination in Academia Starts Even Before Grad School, *Scientific American*, 04/27/2014
- Discrimination Starts Even Before Grad School, Study Finds, *Nature*, 04/25/2014
- Evidence of Racial, Gender Biases Found in Faculty Mentoring, *National Public Radio*, 04/22/2014
- When Posting, Take Aristotle's Sage Advice, *The Philadelphia Inquirer*, 01/25/2014
- The Facebook Effect on the News, *The Atlantic*, 2/12/2014
- The Six Things That Make Stories Go Viral Will Amaze, and Maybe Infuriate, You, *The New Yorker*, 1/21/2014
- Why We Form New Year's Resolutions, *The Huffington Post*, 12/31/2013

*Last updated June 2017*

- Why We Make Resolutions (and Why They Fail), *The New Yorker*, 12/30/2013
- Three Ways to Keep Your Financial Resolutions in 2014, *The Wall Street Journal*, 12/17/2013
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#### **OUTSIDE ACTIVITIES**

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- Princeton University ORFE Department Advisory Council (unpaid position), 2016-2020
- Morningstar Behavioral Science Advisory Board (unpaid position), 2015-present
- HealthPrize Academic Advisory Board (paid position), 2015
- Idomoo Academic Advisory Board (paid position), 2014-2015
- Speaking/Consulting (paid): World 50, Interbrand, BMGI, Planned Parenthood, Morningstar, O'Reilly Media, 1<sup>st</sup> Global