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ACADEMIC POSITIONS

The Wharton School, the University of Pennsylvania, Philadelphia, PA
James G. Dinan Endowed Chair 2020 – present
Professor of Operations, Information and Decisions 2018 – present
Evan C Thompson Endowed Term Chair for Excellence in Teaching 2017 – 2020
Associate Professor (with Tenure) of Operations, Information and Decisions 2015 – 2018
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

Behavior Change for Good Initiative, Philadelphia, PA
Co-Director 2017 – present

Wharton People Analytics Initiative, Philadelphia, PA
Co-Director 2015 – 2017

EDUCATION

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

PUBLISHED AND FORTHCOMING JOURNAL ARTICLES

1. **Milkman, K.L.**, M.S. Patel, L. Gandhi, H.N. Graci, D. Gromet, H. Ho, J.S. Kay, T.W. Lee, M. Akinola, J. Beshears, J.E. Bogard, A. Buttenheim, C. Chabris, G.B. Chapman, J.J. Choi, H. Dai, C.R. Fox, A. Goren, M.D. Hilchey, J. Hmurovic, L.K. John, D. Karlan, M. Kim, D. Laibson, C. Lambertson, B.C. Madrian, M.N. Meyer, M. Modanu, J. Nam, T. Rogers, R. Rondina, S. Saccardo, M. Shermohammed, D. Soman, J. Sparks, C. Warren, M. Weber, R. Berman, C.N. Evans, C.K. Snider, E. Tsukayama, C. Van den Bulte, K.G. Volpp, A.L. Duckworth (2021). “A Megastudy of Text-Based Nudges Encouraging Patients to Get Vaccinated at an Upcoming Doctor’s Appointment.” *Proceedings of the National Academy of Sciences*, Vol. 118(20).
2. Beshears, J., H.N. Lee, **K.L. Milkman**, R. Mislavsky (in press). “Creating Exercise Habits: The Tradeoff between Flexibility and Routinization.” *Management Science*.

3. Kirgios, E.L., G.H. Mandel, Y. Park, **K.L. Milkman**, D.M. Gromet, J. Kay, A. Duckworth (2020). “Does Teaching Temptation Bundling Boost Exercise?: A Field Experiment.” *Organizational Behavior and Human Decision Processes*, Vol. 161(S), 20-35.
4. Kirgios, E.L., E.H. Chang, E.E. Levine, **K.L. Milkman**, J. Kessler (2020). “Forgoing Earned Incentives to Signal Pure Motives.” *The Proceedings of the National Academy of Sciences*, Vol. 117(29), 16891-16897.
5. Chang, E.H., E.L. Kirgios, A. Rai, **K.L. Milkman** (2020). “The Isolated Choice Effect and Its Implications for Gender Diversity in Organizations.” *Management Science*, Vol. 66(6), 2752-2761.
6. Kirgios, E.L., E.H. Chang, **K.L. Milkman** (2020). “Going It Alone: Competition Increases the Attractiveness of Minority Status.” *Organizational Behavior and Human Decision Processes*, Vol. 161, 20-33.
7. Mehr, K., **K.L. Milkman**, A. Duckworth (2020). “Copy-Paste Prompts: A New Nudge to Promote Goal Achievement.” *Journal of the Association of Consumer Research*, Vol. 5(3), 329-334.
8. Eskreis-Winkler, L., **K.L. Milkman**, D. Gromet, and A. Duckworth (2019). “A Large-Scale Field Experiment Shows Giving Advice Improves Academic Outcomes for the Advisor.” *Proceedings of the National Academy of Sciences*, Vol. 116(30), 14808-14810.
9. Chang, E.H., **K.L. Milkman**, D. Gromet, R. Rebele, C. Massey, A. Duckworth, and A. Grant (2019). “The Mixed Effects of Online Diversity Training.” *Proceedings of the National Academy of Sciences*, Vol. 116(15), 7778-7783.
10. Chang, E.H., **K.L. Milkman**, D. Chugh, M. Akinola (2019). “Diversity Thresholds: How Social Norms, Visibility, and Scrutiny Relate to Group Composition.” *Academy of Management Journal*, Vol. 62(1).
11. Kessler, J.B., **K.L. Milkman**, and C.Y. Zhang (2019). “Getting the Rich and Powerful to Give.” *Management Science*, Vol. 65(9), 3949-4450.
12. Bachiredy, C., A. Joung, L.K. John, F. Gino, B. Tuckfield, L. Foschini, and **K.L. Milkman** (2019). “Effect of Different Financial Incentive Structures on Promoting Physical Activity Among Adults: A Randomized Clinical Trial.” *Journal of the American Medical Association Network Open*, Vol. 2(8).
13. Chuan, A., J.B. Kessler, **K.L. Milkman** (2018). “Reciprocity Decays over Time, As Revealed by a Field Study of Charitable Giving.” *Proceedings of the National Academy of Sciences*, Vol. 115(8), 1766-1771.
14. Dai, H., B. Dietvorst, B. Tuckfield, **K.L. Milkman**, and M.E. Schweitzer (2018). “Quitting When the Going Gets Tough: A Downside of High Performance Expectations.” *Academy of Management Journal*, Vol. 61(5), 1667-1691.
15. Kessler, J.B. and **K.L. Milkman** (2018). “Identity in Charitable Giving.” *Management Science*, Vol. 64(2), 845-859.

16. Duckworth, A., D. Laibson, and **K.L. Milkman** (2018). “Beyond Willpower: Strategic Solutions for Reducing Self-Defeating Behavior.” *Psychological Science in the Public Interest*, Vol. 19(3), 102-129.
17. Dai, H., D. Mao, K.G. Volpp, H.E. Pearce, M.J. Relish, V.F. Lawnicki, **K.L. Milkman** (2017). “The Effect of Interactive Reminders on Medication Adherence: A Randomized Trial.” *Preventive Medicine*, 103, 98-102.
18. Benartzi, S., J. Beshears, **K.L. Milkman**, C. Sunstein, R.H. Thaler, M. Shankar, W. Tucker, W.J. Congdon, and S. Galing (2017). “Should Governments Invest More in Nudges?” *Psychological Science*, Vol. 28(8), 1041-1055.
19. 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.
20. Dai, H., D. Mao, J. Riis, K.G. Volpp, M.J. Relish, V.F. Lawnicki, **K.L. Milkman** (2017). “Effectiveness of Medication Adherence Reminders Tied to “Fresh Start” Dates: A Randomized Clinical Trial.” *Journal of the American Medical Association: Cardiology*.
21. Rogers, T., and **K.L. Milkman** (2016). “Reminders through Association.” *Psychological Science*, Vol. 27(7), 973-986.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. **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.
28. 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.

29. Dai, H., **K.L. Milkman**, J. Riis (2014). “The Fresh Start Effect: Temporal Landmarks Motivate Aspirational Behavior.” *Management Science*, Vol. 60(10), 2563–2582.
30. **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.
31. 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.
32. 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.
33. **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.
34. 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.
35. **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.
36. **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.
37. **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.
38. Berger, J. and **K.L. Milkman** (2012). “What Makes Online Content Viral?” *Journal of Marketing Research*, Vol. XLIX (April 2012), 192-205.
39. 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.
40. **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.
41. 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.
42. **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.
43. 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.

44. **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.
45. **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.
46. **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.
47. **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.
48. 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.
49. **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.
50. **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.
51. **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.

OTHER PUBLICATIONS

52. **K.L. Milkman** (2021). How to Change: The Science of Getting from Where You Are to Where You Want to Be. Portfolio.
53. Chang, E.H. and **K.L. Milkman** (2020). "Improving Decisions that Impact Gender Equality in the Workplace." *Organizational Dynamics*, Vol. 49, No. 1, 1-7.
54. 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.
55. 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.
56. Soll, J.B., **K.L. Milkman**, and J.W. Payne (2015). "Outsmart Your Own Biases." *Harvard Business Review*. (May)
57. 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.

58. 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.
59. **Milkman, K.L.** (2008). “Forethought: Tapping Consumers’ Desire for ‘Shoulds’.” *Harvard Business Review*, Vol. 86, Nos. 7/8 (July - August), 22.

WORKING PAPERS

60. **Milkman, K.L.**, D. Gromet, H. Ho, J. Kay, T. Lee, P. Pandiloski, Y. Park, A. Rai, M. Bazerman, J. Beshears, L. Bonacorsi, C. Camerer, E. Chang, G. Chapman, R. Cialdini, H. Dai, L. Eskreis-Winkler, A. Fishbach, J.J. Gross, A. Horn, A. Hubbard, S.J. Jones, D. Karlan, T. Kautz, E. Kirgios, J. Klusowski, A. Kristal, R. Ladhania, G. Loewenstein, J. Ludwig, B. Mellers, S. Mullainathan, S. Saccardo, J. Spiess, G. Suri, J.H. Talloen, J. Taxer, Y. Trope, L. Ungar, K.G. Volpp, A. Whillans, J. Zinman, A.L. Duckworth. “A Megastudy Approach to Applied Behavioral Science.” Conditionally accepted at *Nature*.
61. Beshears, J., H. Dai, **K.L. Milkman**, S. Benartzi. “Using Fresh Starts to Nudge Increased Retirement Savings.” Conditionally accepted at *Organizational Behavior and Human Decision Processes*.
62. Dai, H., J. Reiff, J. Beshears, **K.L. Milkman**, S. Benartzi. “Save More Later? When Offering the Option to Precommit Backfires.” Invited for revision and resubmission to *Journal of Marketing Research*.
63. John, L., H. Blunden, **K.L. Milkman**, B. Tuckfield, F. Gino and L. Foschini. “The Importance of Conspicuous Incentives: A Field Experiment.” Invited for revision and resubmission to *Organizational Behavior and Human Decision Processes*.
64. Rai, A., E. Chang, E. Kirgios, **K.L. Milkman**. “Group Size and Its Impact on Diversity-Related Perceptions and Hiring Decisions.” Invited for revision and resubmission to *Organization Science*.
65. Kirgios, E., A. Rai, E. Chang, **K.L. Milkman**. “When Women and Racial Minorities Seek Help, Mentioning Their Demographic Identity is an Asset.” Invited for revision and resubmission to *Nature Human Behavior*.
66. Gershon, R. C. Cryder, **K.L. Milkman**. “Friends with Health Benefits: A Field Experiment”. Under review.
67. Rai, A., M.A. Sharif, E.H. Chang, **K.L. Milkman**, A.L. Duckworth. “Temporal Reframing Boosts Productivity: A Field Experiment.” Under review.
68. Buyalskaya, A., H. Ho, **K.L. Milkman**, A.L. Duckworth, C. Camerer. “Predicting Context-sensitivity and Habit Formation in Field Data using Machine-learning.” Under review.
69. Mehr, K., J. Silverman, M. Sharif, A. Barasch, **K.L. Milkman**. “The Motivating Power of Streaks: Increasing Productivity Is as Easy as 1, 2, 3.”

MAGAZINE AND NEWSPAPERS ARTICLES

70. **Milkman, K.L.** (2020). “Katy Milkman on how to nudge people to accept a covid-19 vaccine.” *The Economist* (November 30, 2020).
71. **Milkman, K.L.**, K. Brabaw (2020). “Stereotypes harm Black lives and livelihoods, but research suggests ways to improve things.” *Scientific American* (July 8, 2020).
72. **Milkman, K.L.**, K. Brabaw (2020). “Why feeling close to the finish line makes you push harder.” *Scientific American* (June 9, 2020).
73. **Milkman, K.L.**, A. Duckworth and M. Patel. “Developing a COVID-19 vaccine is just half the battle — you have to get Americans to take it.” *USA Today* (June 5, 2020).
74. **Milkman, K.L.** (2020). “Anxiety is high because of coronavirus. Here’s how you can feel better.” *The Washington Post* (April 17, 2020).
75. **Milkman, K.L.** (2020). “The Perils of Survivorship Bias.” *Scientific American* (February 11, 2020).
76. Chang, E.H., **K.L. Milkman**, L.J. Zarrow, K. Brabaw, D.M. Gromet, R. Rebele, C. Massey, A.L. Duckworth, and A. Grant (2019). “Does Diversity Training Work the Way It’s Supposed To?” *Harvard Business Review Online* (July 8, 2019).
77. Duckworth, A. **K.L. Milkman**, , and D. Laibson (2019). “A Smarter Way to Think about Willpower.” *The Washington Post* (April 17, 2019).
78. **Milkman, K.L.**, D. Chugh, M. Akinola and E. Chang (2018). “On the Board, ‘Tokenism’ is the New Tokenism.” *The Washington Post* (November 3, 2018).
79. **Milkman, K.L.** (2018). “Some Good News for Working Women.” *The Washington Post* (July 9, 2018).
80. **Milkman, K.L.** and A. Duckworth (2018). “Using Behavioral Science to Build an Exercise Habit.” *Scientific American* (May 1, 2018).
81. **Milkman, K.L.** (2018). “How Mark Zuckerberg Could Make Facebook a Force for Good.” *The Washington Post* (April 12, 2018).
82. **Milkman, K.L.**, J.B. Kessler and A. Chuan (2018). “When do Favors Expire?” *Scientific American* (March 13, 2018).
83. **Milkman, K.L.** (2018). “In Experiments, Researchers Figured Out What Men and Women Really Want in A Mate.” *The Washington Post* (February 12, 2018).
84. **Milkman, K.L.** (2018). “The Science of Keeping Your New Year’s Resolutions.” *The Washington Post* (January 1, 2018).
85. **Milkman, K.L.** (2017). “What if Horror Movies Actually Stop Crime, Not Cause It?” *The Washington Post* (October 27, 2017).

86. **Milkman, K.L.** (2017). “What an Air Force Academy Experiment Teaches Us About How to Help All Students Shine” *The Washington Post* (September 25, 2017).
87. **Milkman, K.L.** (2017). “Why You Tip as Much as You Do.” *The Washington Post* (August 23, 2017).
88. Benartzi, S., J. Beshears, **K.L. Milkman**, C. Sunstein, and R.H. Thaler (2017). “Governments are Trying to Nudge Us into Better Behavior. Is it Working?” *The Washington Post* (August 11, 2017).
89. **Milkman, K.L.** (2017). “Heat Doesn’t Just Make Us Cranky. It Makes Us Dumb Shoppers.” *The Washington Post* (July 21, 2017).
90. Rogers, T. and **K.L. Milkman** (2017). “A New Way to Remember: The Power of Quirky Memory Jogs.” *Scientific American Mind* (February 7, 2017).
91. 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).
92. Shin, J. and **K.L. Milkman** (2016). “Having a ‘Plan B’ Can Hurt Your Chances of Success.” *Scientific American Mind* (July 19, 2016).
93. 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).
94. Chugh, D., **K.L. Milkman**, and M. Akinola (2014). “Professors are Prejudiced, Too.” *The New York Times* (May 11, 2014): SR14.
95. **Milkman, K.L.** (2014). “The Importance of Experimentation.” *Wharton Magazine* (Winter 2014):24-25.
96. **Milkman, K.L.** and K.G.M. Volpp (2014). “How to Keep Your Resolutions.” *The New York Times* (Jan 3, 2014): SR12.

HOSTED PODCAST EPISODES

- “Hold that Thought.” *Choiceology with Katy Milkman* (April 26, 2021)
- “In the Face of Risk.” *Choiceology with Katy Milkman* (April 12, 2021)
- “Mindful of Mindsets.” *Choiceology with Katy Milkman* (March 29, 2021)
- “Some Assembly Preferred.” *Choiceology with Katy Milkman* (March 15, 2021)
- “If Only...” *Choiceology with Katy Milkman* (October 12, 2020)
- “I Don’t Want to Know.” *Choiceology with Katy Milkman* (September 28, 2020)
- “A Successful Failure.” *Choiceology with Katy Milkman* (September 14, 2020)
- “Fair is Fair.” *Choiceology with Katy Milkman* (August 31, 2020)
- “Spoiled for Choice.” *Choiceology with Katy Milkman* (August 17, 2020)
- “A Bundle of Nerves.” *Choiceology with Katy Milkman* (August 3, 2020)
- “A Spoonful of Sugar.” *Choiceology with Katy Milkman* (May 25, 2020)
- “Bidder Beware.” *Choiceology with Katy Milkman* (May 11, 2020)
- “A Choice Apart.” *Choiceology with Katy Milkman* (April 27, 2020)
- “So Close to the Prize.” *Choiceology with Katy Milkman* (April 13, 2020)

- “Coping Amid the Crisis.” *Choiceology with Katy Milkman* (April 6, 2020)
- “The Simple Choice.” *Choiceology with Katy Milkman* (March 30, 2020)
- “Judge the Judges.” *Choiceology with Katy Milkman* (March 16, 2020)
- “The Price of Your Vice.” *Choiceology with Katy Milkman* (December 2, 2019)
- “Creatures of Habit.” *Choiceology with Katy Milkman* (November 18, 2019)
- “Invisible Failures.” *Choiceology with Katy Milkman* (November 4, 2019)
- “Take the Deal!” *Choiceology with Katy Milkman* (October 21, 2019)
- “Your Own Advice.” *Choiceology with Katy Milkman* (October 7, 2019)
- “Not Quite Enough.” *Choiceology with Katy Milkman* (September 23, 2019)
- “The Lucky Loony.” *Choiceology with Katy Milkman* (September 9, 2019)
- “Best-Laid Plans.” *Choiceology with Katy Milkman* (May 27, 2019)
- “Boxed In.” *Choiceology with Katy Milkman* (May 13, 2019)
- “Knew It All Along.” *Choiceology with Katy Milkman* (April 29, 2019)
- “No Harm, No Foul?” *Choiceology with Katy Milkman* (April 15, 2019)
- “Hitting Your Number.” *Choiceology with Katy Milkman* (April 1, 2019)
- “Out of Focus.” *Choiceology with Katy Milkman* (March 18, 2019)
- “Love the Mug You’re With.” *Choiceology with Katy Milkman* (February 18, 2019)
- “Data for the Win.” *Choiceology with Katy Milkman* (February 4, 2019)
- “The Mystery of Chance.” *Choiceology with Katy Milkman* (January 21, 2019)
- “A Clean Slate.” *Choiceology with Katy Milkman* (January 7, 2019)
- “Happiness.” *Choiceology with Katy Milkman* (December 10, 2018)
- “Everybody’s Doing It.” *Choiceology with Katy Milkman* (November 26, 2018)
- “The Temptation of Now.” *Choiceology with Katy Milkman* (November 12, 2018)
- “Losses Loom Large.” *Choiceology with Katy Milkman* (October 29, 2018)

AWARDS & HONORS

Research

- Award for the Best 2019 *Academy of Management Journal* Article, 2020
- The Robert B. Cialdini Prize from *SPSP*, 2019
- Named a Fellow of the Association for Psychological Science, 2019
- William F. O’Dell Award for the Most Impactful 2012 *Journal of Marketing Research* Article, 2017
- Finalist for the Thinkers50 Radar Award, 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

- Wharton Teaching Excellence Award, 2019
- 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

Communications

- Content Person of the Year Award from *Habit Weekly*, 2020

ADDITIONAL AFFILIATIONS

Research Fellow, Behavioral Economics in Action at Rotman	2018 – present
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

- 2021 New York University (Spring 2021); London School of Economics (Winter 2021); Society for Personality and Social Psychology Intervention Science Preconference Keynote (Winter 2021); National Institutes of Health (Winter 2021); University of Southern California (Winter 2021); Johns Hopkins and the London School of Economics Conference on Experimental Insights from Behavioral Economics on Covid-19 Keynote (Winter 2021)
- 2020 Society for Judgment and Decision Making Presidential Address (Fall 2020); University of Texas (Fall 2020); University of Wisconsin (Fall 2020); Conference on Digital Experimentation at Massachusetts Institute of Technology (Fall 2020)
- 2019 University of Southern California (Spring 2019); Massachusetts Institute of Technology (Spring 2019); BX2019 London (Fall 2019)
- 2018 University of Chicago (Spring 2018); Institute for Marketing Science Women's Lunch Keynote (Summer 2018); Society for Neuroeconomics Annual Meeting Keynote (Fall 2018); Inter-American Development Bank (Fall 2018); University College London (Fall 2018); Georgetown University Nudgepalooza Conference Keynote (Fall 2018)
- 2017 National Academies of Sciences, Engineering, and Medicine (Summer 2017); Yale University (Spring 2017); Stanford University (Spring 2017); University of Michigan (Fall 2017); Cornell University (Fall 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

- **Dissertation Committees:** Polly Kang (Wharton OID 2020); Joseph Reiff (UCLA MKTG Expected 2022); Jennifer Huang (Wharton APPLIED ECON 2019; Current Placement: Industry); Bradford Bitterly (Wharton OID 2018; Current Placement: Post-doc at University of Michigan), Amanda Chuan (Wharton APPLIED ECON 2018; Current Placement: Professor at Michigan State); Marissa Sharif (UCLA MKTG 2017; Current Placement: Professor at Wharton), Emma Levine (Wharton OID 2016; Current Placement: Professor at U Chicago Booth), Colin Hennessy (PennGSE 2016; Current Placement: Industry), Jihae Shin (Wharton MGMT 2014; Current Placement: Professor at University of Wisconsin School of Business), Alison Wood Brooks (Wharton OID 2013; Current Placement: Professor at Harvard Business School), Nicole Ruedy (Wharton OID 2010; Current Placement: Industry)
- **PhD Advisees:** Hengchen Dai (Wharton OID 2015; Current Placement: Professor at UCLA's Anderson School of Management), Bradford Tuckfield (Wharton OID 2015; Current Placement: Industry), Edward Chang (Wharton OID 2020; Current Placement: Professor at Harvard Business School), Erika Kirgios (Wharton OID Expected 2022), Aneesh Rai (Wharton OID Expected 2023)
- **Undergraduate Thesis Advisees:** Graelin Mandel (Wharton 2020), Amanda Geiser (Penn 2019), 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 EXTERNAL ACADEMIC SERVICE

Associate Editor

Management Science: Decision Analysis Department (Behavioral Economics Group), 2018-present
Management Science: Behavioral Economics Department, 2013-2017

Guest Editor

Organizational Behavior and Human Decision Processes Supplemental Special Issue on Healthy Habits, 2020

Organizational Behavior and Human Decision Processes Special Issue on Nudges and Choice Architecture in Organizations, 2018

Editorial Board Member

Organizational Behavior and Human Decision Processes, 2013-2016

President

Society for Judgment and Decision Making, 2019-2020

President-Elect

Society for Judgment and Decision Making, 2018-2019

Executive Board Member

Society for Judgment and Decision Making, 2015-present

Ad-Hoc Journal Reviewing

Proceedings of the National Academy of Sciences, Science, 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

A Mega-Experiment Promoting Lasting Exercise Habits in 24 Hour Fitness Gym Members

- Society for Judgment and Decision Making Conference, Montreal, Canada, 2019

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 Cooperative 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

- The Science of Behavior Change (Undergraduate Course), The Wharton School and the College of Arts and Sciences, University of Pennsylvania
- 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
- Decision Processes (Undergraduate Course), The Wharton School, University of Pennsylvania

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

OTHER PROFESSIONAL EXPERIENCE

- 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

OUTSIDE ACTIVITIES

- Princeton University ORFE Department Advisory Council (unpaid position), 2016-present
- Humu Academic Advisory Board (stock options), 2017-present
- 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, 1st Global, Google, Educause, Gibson Dunn & Crutcher, SEI, DE Shaw, Investments and Wealth Institute, Geisinger Health, Condé Nast, Charles Schwab, Vanguard, Spertus Institute, Novartis, Microsoft, Supergoop!