

Linnea Gandhi

lgandhi@wharton.upenn.edu | CV updated May 2024

EDUCATION

The Wharton School, University of Pennsylvania

Expected 2025

Ph.D. in Operations, Information, and Decisions

The University of Chicago Booth School of Business

2014

M.B.A. with High Honors in Managerial & Organizational Behavior, Econometrics & Statistics

Harvard University

2007

A.B., Magna Cum Laude, Social Studies with citations in French and Spanish

RESEARCH INTERESTS

Behavioral science interventions, generalizability, megastudies, metascience

PUBLICATIONS

Patel, M.S., Milkman, K.L., **Gandhi, L.**, Graci, H.N., Gromet, D., Ho, H., Kay, J.S., Lee, T.W., Rothschild, J., Akinola, M. and Beshears, J. (2023). A randomized trial of behavioral nudges delivered through text messages to increase influenza vaccination among patients with an upcoming primary care visit. *American Journal of Health Promotion*, 37(3), pp.324–332.

Milkman, K., **Gandhi, L.**, Ellis, S., Graci, H., Gromet, D., Mobarak, R., Buttenheim, A., Duckworth, A., Pope, D., Stanford, A., Thaler, R., & Volpp, K. (2022). A citywide experiment testing the impact of geographically targeted, high-pay-off vaccine lotteries. *Nature Human Behaviour*, 1–10.

Milkman, K. L., Patel, M. S., **Gandhi, L.**, Graci, H. N., Gromet, D. M., Ho, H., Kay, J. S., Lee, T.W., Akinola, M., Beshears, J., Bogard, J.D., Buttenheim, A., Chabris, C.F., Chapman, G.B., Choi, J.J., Dai, H., Fox, C., Goren, A., Hilchey, M.D., Hmurovic, J., John, L.K., Karlan, D., Kim, M., Laibson, D., Lambertson, C., Madrian, B.C., Meyer, M.N., Modanu, M., Nam, J, Rogers, T., Rondina, R., Saccardo, S., Shermohammed, M., Soman, D., Sparks, J., Warren, C., Weber, M., Berman, R., Evans, C.N., Snider, C.K., Tsukayama, E., Can den Bulte, C., Volpp, K.G., & Duckworth, A. L. (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*, 118(20).

Milkman, K. L., **Gandhi, L.**, Patel, M. S., Graci, H., Gromet, D., Ho, H., Kay, J. S., Bogard, J., Brody, I., Chabris, C., Chang, E., Chapman, G.B., Dannals, J., Goldstein, N.J., Goren, A., Hersfield, H., Hirsch, A., Hmurovic, J., Horn, S., Karlan, D., Kristal, A., Lambertson, C., Meyer, M.N., Oakes, A., Schweitzer, M.E., Shermohammed, M., Talloen, J.H., Warren, C., Whillans, A., Yadav, K., Zlatev, J., Berman, R., Evans, C., Snider, C., Tsukayama, E., Van den Bulte, C., Volpp, K., & Duckworth, A. (2021). A 680,000-person megastudy of nudges to encourage vaccination in pharmacies. *Proceedings of the National Academy of Sciences*, 119(6).

WORKING PAPERS

Gandhi, L., Manning, B., & Duckworth, A. “Causal Magnification: Nothing is as Important as the Cause Under Consideration—While You are Considering It.” Conditionally accepted at *Current Directions in Psychological Science*.

Gandhi, L., Kiyawat, A., Camerer, C. and Watts, D. “Prospects for using hypothetical nudges to approximate real behavior change.” Under review; preprint doi.org/10.31234/osf.io/c7mkf.

Hu, X. E., **Gandhi, L.**, Whiting, M. E., Watts, D. J., & Almaatouq, A. "Tasks Beyond Taxonomies: A Multidimensional Design Space for Team Tasks." Under revision for resubmission; preprint doi.org/10.31234/osf.io/543sz.

SELECTED RESEARCH IN PROGRESS

Gandhi, L. and Watts, D. "Predicting the generalizability of choice architecture interventions."

Gandhi, L. and Watts, D. "Research Cartography: How to build a map to navigate choice architecture interventions."

Gandhi, L., White, S., Grabel, N., Shelton, M., Wang, R., and Watts, D. "Rebuilding babel behavioral science: A computational approach to classifying interventions."

Gandhi, L., Pimienta, A., and Watts, D. "Nudging in business: An analysis of marketing A/B tests with customers of a Latin American bank."

Gandhi, L., Duke, A., and Schweitzer, M. "Evaluating the risk of bias in a popular debiasing strategy."

AWARDS, FELLOWSHIPS, & GRANTS

Analytics at Wharton Grant for "Building a Nudge Map" II (\$24,804)	2023
Wharton Risk Center Russell Ackoff Doctoral Fellowship Award II (\$2,500)	2023
Analytics at Wharton Grant for "Building a Nudge Map" I (\$23,840)	2022
Marjorie Weiler Prize for Excellence in Writing for "Problems with Premortems"	2022
Winner of AOM MOC Best Paper with Practical Implications Award	2022
Wharton Risk Center Russell Ackoff Doctoral Fellowship Award I (\$2,500)	2022
Society for Judgment and Decision Making, Honorable Mention for Conference Poster	2022
Penn Presidential PhD Fellow (\$30,000)	2021–2024
The University of Chicago Booth School of Business, Executive MBA Outstanding TA Award	2021
Dean's Prize for Best Educational Programming, Public Speaking & Communication Group	2014
Phi Beta Kappa	2006

CONFERENCE PRESENTATIONS & INVITED TALKS

Prospects for using hypothetical nudges to approximate real behavior change

- Talk, Academy of Management Annual Conference (scheduled 2024)
- Talk, International Conference on Computational Social Science (scheduled 2024)
- Lab Talk, LoggLab, Georgetown (2024)

Research Cartography: How to build a map to navigate choice architecture interventions

- Talk, International Conference on Computational Social Science (scheduled 2024)
- Talk, International Conference on the Science of Science and Innovation (scheduled 2024)
- Invited Talk, Berkeley Initiative for Transparency in the Social Sciences Forecasting Workshop (2023)
- Flash Talk, Association for Interdisciplinary Meta-research and Open Science (2023)
- Talk, Society for Judgment and Decision Making Conference (2023)
- Talk, International Conference on the Science of Science and Innovation (2023)
- Talk, Berkeley Initiative for Transparency in the Social Sciences Annual Workshop (2023)
- Keynote, Comfama National Meeting on Behavioral Sciences for Sustainable Development (2023)
- Lab talk, Harvard Business School Nifty Experimental Research across Disciplines (NERD) Lab (2022)

Evaluating the risk of bias in a popular debiasing strategy

- Flash Talk, Society for Personality and Social Psychology "Beyond Academia" Pre-Conference (2023)
- Poster, Society for Judgment and Decision Making Conference (2022)
- Talk, Academy of Management Conference (2022)

The Philly Vax Sweepstakes

- Talk, Society for Judgment and Decision Making Conference (2022)
- Talk, Annual Behavioral Science & Health Symposium (2021)

TEACHING EXPERIENCE

Lecturer

The Wharton School, University of Pennsylvania

- The Choice Architecture Lab, MBA Elective 2024
 - Student ratings: mean 3.7/4; mode: 4/4
- The Choice Architecture Lab, new MBA Elective 2023
 - Student ratings: mean 3.6/4; mode: 4/4

Adjunct Assistant Professor of Behavioral Science

The University of Chicago Booth School of Business

- Managerial Decision Making, EMBA Core, co-taught w/ Richard Thaler 2023
 - Student ratings: mean 4.3/5, mode 5/5
- Choice Architecture in Practice, MBA Elective 2019–2020
 - Student ratings: *not collected (COVID19)*
- Strategic Uncertainty, new EMBA Elective 2019
 - Student ratings: mean 4.3/5; mode: 5/5
- Managerial Decision Making, MBA Core 2019
 - Student ratings: mean 3.9/5; mode 5/5
- Choice Architecture in Practice, MBA Elective 2018–2019
 - Student ratings: mean 4.2/5; mode: 4 and 5 (tied)
- Choice Architecture in Practice, MBA Elective, co-taught w/ Richard Thaler 2017–2018
 - Student ratings: mean 4.3/5; mode: 5
- Managerial Decision Making, MBA Core 2017
 - Student ratings: mean 4.1/5; mode: 5/5

The University of Chicago Booth School of Business, Executive Education

2019–2024

- Various custom programs on applied behavioral science—including a 3-day program delivered in-person in Kuwait and an 8-week online program

Teaching Assistant for Richard H. Thaler

The University of Chicago Booth School of Business

- Managerial Decision Making, EMBA Core 2022–2023
- Responsible Leadership through Choice Architecture, MBA Elective 2016–2017
- Managerial Decision Making, EMBA Core 2014–2019

Guest Lecturer

- UCLA – Professor Craig Fox's Choice Architecture class 2020–2024
- Stanford – Professor Susan Athey's Action Learning Program 2021
- UT-Austin – Professor Chris Bryan's Behavior Change class 2021
- Columbia – Professor Eric Johnson's Choice Architecture class 2018–2019

TEACHING CASES

Foley, C. Fritz and Goldberg, Lena G. and **Meyer, Linnea N.**, "Chrysler's Sale to Fiat" (May 27, 2010). Harvard Business School, Case No. 210-022, Harvard Business School Finance Unit, Harvard Business School General Management Unit, Available at SSRN: <https://ssrn.com/abstract=1619519>

Foley, C. Fritz and Chen, Michael Shih-ta and Johnson, Matthew and **Meyer, Linnea N.**, "Noble Group" (October 5, 2009). HBS Case No. 210-021, Harvard Business School Finance Unit, Available at SSRN: <https://ssrn.com/abstract=1496889>

Foley, C. Fritz and **Meyer, Linnea N.**, "Nomura's Global Growth: Picking Up Pieces of Lehman" (August 25, 2009). HBS Case No. 210017, Harvard Business School Finance Unit, Available at SSRN: <https://ssrn.com/abstract=1467616>

Foley, C. Fritz and **Meyer, Linnea N.**, "WL Ross and Plascar" (March 4, 2009). HBS Case No. 209-091, Harvard Business School Finance Unit, Available at SSRN: <https://ssrn.com/abstract=1418586>

Foley, C. Fritz and **Meyer, Linnea N.**, "Finansbank 2006" (May 20, 2008). HBS Case No.: 208-108, Available at SSRN: <https://ssrn.com/abstract=1270169>

PROFESSIONAL SERVICE

Ad hoc reviewer for Academy of Management, Management Science, Royal Society Open Science, Nature Reviews Psychology	2022-present
Wharton PhD Mentor	2023-present
OID 299: Judgment and Decision Making Research, Mentor, Spring & Fall	2021
Wharton Reading Program Mentor, 2021	2021

SELECTED MEDIA COVERAGE

Featured on Behavioral Grooves Podcast: Research Cartography (2023)

Featured on HCD Mindset Podcast: The Struggle of Storytelling as a Researcher (2023)

Featured on HCD Mindset Podcast: Nudge Cartography (2023)

Featured in Magubane, N. "Nudge Cartography: Building a map to navigate behavioral research". *Penn Today*. (2023)

Gandhi, L. "The Integrated Model." In Building Behavioral Science in an Organization, eds., Khan, Z. and Newman, L. Action Design (2021)

Gandhi, L. and Johnson, E. "8 Things to Do Before You Run a Business Experiment." *Harvard Business Review Online*. (2019).

Gandhi, L. "Testing, Testing: Not All Failures Are Created Equal." *PeopleScience Online*. (2018).

Leonard, K. and **Gandhi, L.** "Blending Science and Comedy to Fix the Fault in Employee Defaults." *Second City Works Online*. (2017)

Kahneman, D., Rosenfield, A.M, **Gandhi, L.**, and Blaser, T. "Noise: How to overcome the high, hidden cost of inconsistent decision making." *Harvard Business Review* 94, no. 10 (2016): 38-46.

INDUSTRY EXPERIENCE

BehavioralSight (behavioral science consulting) Founder, managed team of five consultants with global client portfolio	2017-2021 <i>Chicago, NYC</i>
TGG Group (behavioral science consulting, academic founder Steve Levitt) Managing Director, co-managed team of 30 consultants (prior: Principal, Senior Associate)	2014-2017 <i>Chicago</i>
ideas42 (behavioral science consulting, academic founder Sendhil Mullainathan) Graduate intern	2013 <i>NYC</i>
Boston Consulting Group Consultant (prior: Senior Associate, Associate)	2009-2012 <i>Chicago, Paris</i>
Harvard Business School Research Associate for professors in Finance & BGIE	2007-2009 <i>Boston</i>