Linnea Gandhi

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EDUCATION

The Wharton School, University of Pennsylvania — Expected 2026
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, large-scale field experiments, integrative experiments, generalizability & external validity, metascience, prediction, machine learning

PUBLICATIONS

Gandhi, L., Manning, B.S. and Duckworth, A.L. (2024). Effect Size Magnification: No Variable Is as Important as the One You're Thinking About—While You're Thinking About It. *Current Directions in Psychological Science*.

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. & 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., Lamberton, 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., Lamberton, 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., Kiyawat, A., Camerer, C. & Watts, D. "Hypothetical nudges provide directional—but noisy—estimates of real behavior change." Preprint doi.org/10.31234/osf.io/c7mkf. (Under Review)

Hu, X. E., **Gandhi, L.,** Whiting, M. E., Watts, D. J., & Almaatouq, A. "Tasks Beyond Taxonomies: A Multidimensional Design Space for Team Tasks." Preprint [doi.org/10.31234/osf.io/543sz](doi.org/10.31234/osf.io/543sz). (Revise & Resubmit)

SELECTED RESEARCH IN PROGRESS

Gandhi, L., Tipton, E. & Watts, D. "An empirical test for how well the literature on behavioral interventions generalizes."

Gandhi, L., Kiyawat, A. & Watts, D. "Beyond systematic reviews: Building a map to navigate the choice architecture literature."

Gandhi, L., Huang, Y., Krishna, M., Pimienta, A., Szaszi, B., Linos, E., Tipton, E., Camerer, C., & Watts, D. "A 380k-person megastudy testing whether nudges generalize across behaviors, wordings, and people."

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

AWARDS, FELLOWSHIPS, & GRANTS

Unrestricted donations *($20,000)*	2024–2025
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

Using the megastudy to test whether nudges generalize across outcomes, operationalizations, and people
- Keynote, Comfama National Meeting on Behavioral Sciences (2025)

Prospects for using hypothetical nudges to approximate real behavior change
- Symposium, Society for Consumer Psychology Conference (2025)
- Talk, Academy of Management Annual Conference (2024)
- Talk, International Conference on Computational Social Science (2024)
- Lab Talk, LoggLab, Georgetown (2024)

An empirical test for how well the literature on behavioral interventions generalizes
- Symposium, Academy of Management Annual Conference (2025)

Research Cartography: How to build a map to navigate choice architecture interventions
- Keynote, BeWay Annual Summit in Madrid (2024)
- Talk, International Conference on Computational Social Science (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   2025
  - Student ratings: mean 3.9/4; mode: 4/4
- 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

The School of Arts & Sciences, University of Pennsylvania
- Independent Study Supervisor for 6 Masters (MBDS) students   2023-2025

Adjunct Assistant Professor of Behavioral Science

The University of Chicago Booth School of Business
- Managerial Decision Making, EMBA Core, co-taught w/ Richard Thaler   2024
  - Student ratings: mean 4.3/5, mode 5/5
- 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 (COVID-19)*
- 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: 5/5
- 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   2021-2022
- Managerial Decision Making, EMBA Core   2016-2017
- Responsible Leadership through Choice Architecture, MBA Elective   2014-2019
- Managerial Decision Making, EMBA Core

Guest Lecturer
- UCLA – Professor Craig Fox's Choice Architecture class   2020-2025
- Penn – Professor Diego Abascal's Behavioral Public Policy class   2025
- Penn – Professor Eugen Dimant's Experimental Methods class   2024
- Penn – Lecturer Zarak Khan's Behavioral Science Consulting class   2022
- 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, Behavioural Public Policy, Journal of Political Economy Microeconomics, 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

Behavioral Grooves Podcast: Research Cartography (2023)

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

HCD Mindset Podcast: Nudge Cartography (2023)

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