

**H A R V A R D | B U S I N E S S | S C H O O L**

**Ashley V. Whillans**  
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**EDUCATION**

November 2017 **Ph.D., Social Psychology**  
University of British Columbia, Vancouver, Canada

May 2014 **M.A., Social Psychology**  
University of British Columbia, Vancouver, Canada

April-August 2014 **Visiting Scholar**  
Chicago Booth School of Business, Chicago, IL

May 2012 **B.A. Honors, Psychology**  
University of British Columbia, Vancouver, Canada  
Designation: Validictorian. Wesbrook Scholar (Top 1% of graduating class for academic achievement, leadership, and service).

**GOVERNMENT & ACADEMIC POSITIONS**

July 2017-Present **Assistant Professor**  
Negotiation, Organizations and Markets Unit  
Harvard Business School, Boston, MA  
Faculty Affiliate: Business and Environment Initiative (HBS)  
Faculty Affiliate: Behavioral Insights Group (HKS)  
Faculty Affiliate: Human Flourishing Program (Public Health)  
Faculty Affiliate: Mind, Brain, and Behavior Initiative (Harvard University)  
Burke Faculty Fellow: Harvard Global Health Institute (Public Health)

November 2016-  
December 2018 **Behavioral Scientist**  
Behavioral Science Division  
Public Service Agency, British Columbia Government  
*\*co-founder of BC provincial government 'nudge' unit*

May-Sept 2016 **Research Fellow**  
Behavioral Insights Team, North America

**AWARDS & HONORS**

2019 **Honorable Mention**, Wyss Faculty Award for Faculty Excellence in Doctoral Student Mentorship, Harvard Business School  
**Honorable Mention**, International Positive Psychology Association, PhD Award, Named among the top five dissertations in the world in Positive Psychology

2018 **CAGS/ProQuest Dissertation Award**, \$1,500 CAD  
Best PhD thesis in Canada across the Fine Arts, Social Sciences, and Humanities

- Named a “Rising Star of Behavioral Science in Financial Well-being”**  
International Behavioral Exchange, *BX 2018*
- 2017 **Heritage Foundation Dissertation Award**  
The Society for Personality & Social Psychology, \$1,000 USD
- 2016 **Killam Graduate Teaching Assistant Award**, University-wide award  
recognizing the top 1% of TA’s. Most competitive award graduate students can  
win for teaching at the University of British Columbia, \$1,000 CAD
- Paper Award**, Judgment & Decision Making  
Society for Personality & Social Psychology, \$200 USD
- 2015 **Named a “Rising Star of Behavioral Science”**  
*Behavioral Science & Policy Association, BX 2015*
- Faculty Travel Award**, Psychology, University of British Columbia, \$900 CAD
- Stan Coren Prize for Top Psychology Master’s Thesis**  
The University of British Columbia, \$125 CAD
- Certificate of Academic Excellence for Top Master’s Thesis**  
Canadian Psychological Association
- Travel Award**, Department of Psychology  
The University of British Columbia, \$500 CAD
- Travel Award**, Faculty of Graduate Studies  
University of British Columbia, \$500 CAD
- 2014 **Travel Award**, Society for Personality and Social Psychology, \$500 USD
- Best Poster Award**, Canadian Psychological Assn., \$125 CAD
- Travel Award**, Judgment & Decision Making Preconference  
Society for Personality & Social Psychology, \$200 USD
- Travel Award**, Faculty of Graduate Studies  
University of British Columbia, \$500 CAD
- 2013 **Travel Award**, Judgment & Decision Making Preconference  
Society for Personality & Social Psychology, \$200 USD
- Travel Award**, Psi Chi Honors Psychology Society, \$600 USD
- 2012 (Selected) **Belkin Award for Top Psychology Honor’s Thesis**  
The University of British Columbia, \$300 CAD
- Wesbrook Scholar Designation** (UBC’s top 20 students)  
The University of British Columbia, \$1,000 CAD
- Valedictorian of Graduating Class**  
The University of British Columbia
- Award Named in my Honor**  
UBC Goldsmith-Whillans Award for Outstanding Leadership
- Russ Patrick Award for Undergraduate Research Writing**  
The University of British Columbia, \$1,800 CAD

## FELLOWSHIPS AND GRANTS

### Fellowships:

- 2019-2020 **Burke Faculty Fellowship**, Harvard Global Public Health Institute, \$75,000 USD
- 2017-2019 **Postdoctoral Fellowship**, \$81,000 CAD (*declined*)  
Social Sciences and Humanities Research Council of Canada
- 2015-2016 **Doctoral Fellowship & Research Stipend**, \$9,820 CAD  
Public Scholar Initiative, The University of British Columbia
- 2014-2018 **Doctoral Fellowship**, \$105,000 CAD

Social Sciences and Humanities Research Council of Canada  
**Four Year Doctoral Fellowship**, \$75,000 CAD  
 University of British Columbia  
 2014-2015 **Michael Smith Foreign Study Supplement**, \$6,000 CAD  
 Social Sciences and Humanities Research Council of Canada  
 2013-2014 **Master's Scholarship**, \$17,500 CAD  
 Social Sciences and Humanities Research Council of Canada  
 2012-2013 **Entrance Fellowship**, \$17,500 CAD  
 University of British Columbia

### Grants:

2020 **Harvard University, Foundations of Human Behavior Initiative**, Helping employees plan their paid vacation (*Primary Investigator*), \$40,000 USD  
**Mittal Family Foundation**, Alleviating time-poverty among the working poor in Rajasthan (*Primary Investigator*), \$20,000 USD

2019 **Kok Educational Foundation**, Designing interventions to cultivate purpose among diverse adolescence (*Co-Investigator*), \$70,000 USD  
**Social Sciences & Humanities Research Council of Canada**, Can repeated and reflective giving nurture Canada's next generation of philanthropists? (*Co-Investigator*) Partnership Grant, \$24,500 CAD  
**John Templeton Foundation, Sub-Award from Baylor University**, Character strengths interventions in adolescents: Engaging scholars and practitioners to promote virtue development (*Primary Investigator*), \$138,000 USD  
**Harvard University, Mind Brain and Behavior Initiative**, Trapped by time: How women's negative beliefs about extension requests contribute to gender gaps in workplace performance (*Primary Investigator*), \$14,590 USD  
**Harvard University, Foundations of Human Behavior Initiative**, Behavioral Insights Group: Using behavioral science to promote sustainable transportation in US cities (*Primary Investigator*), \$30,000 USD

2018 **Harvard University, Foundations of Human Behavior Initiative**, Alleviating time-poverty among the working poor (*Primary Investigator*), \$40,000 USD  
**Harvard University, Mind Brain and Behavior Initiative**, Alleviating time poverty among the working poor (*Primary Investigator*), \$50,000 USD  
**UCLA School of Management Global Management Initiative**, Overcoming time-poverty among the working poor (*Co-Investigator*), \$12,000 USD

2017 **Incentives Research Foundation**, When and for whom cash and non-cash rewards motivate employee performance and well-being (*Co-PI*), \$10,000 USD  
**Vancouver Coastal Health**, Optimizing microbiology test utilization: a multi-center strategy (*Co-Investigator*), \$40,000 CAD  
**PsiChi Research Grant**, Cross cultural differences in the well-being benefits of goal pursuit and persistence (*Advisor*), \$3,500 USD

2016 **Harvard University Foundations of Human Behavior Initiative**, Using behavioral science to promote sustainable transportation (*PI*), \$17,500 USD  
**PhD Research Grant, Social Connection & Health**  
 APA Division 38, Health Psychology Award, \$1,500 USD  
**PhD Research Grant, Buying Happier Time**  
 The Society for Personality & Social Psychology, \$2,500 USD

2015 **PhD Research Grant, From Genes to Warm Glow**

- The University of British Columbia, \$725 CAD  
**PhD Research Grant, *Psychophysiology & Generosity***  
 PsiChi Honors Society in Psychology, \$3,000 USD  
**Data Collection Grant, *The Barriers of Happier Time***  
 Time Sharing Experiments for the Social Sciences  
**AMS Impact Grant, *From Misperceptions to Connection***  
 The University of British Columbia, \$3,000 CAD
- 2014 **Basic Research Grant, *The Benefits of Happier Time***  
 Hill Holiday Consulting Firm, \$1,000 USD  
**PhD Research Grant, *From Genes to Warm Glow***  
 PsiChi Honors Society in Psychology, \$1,500 USD
- 2013 **John Templeton Foundation, Sub-Award to Chicago Booth School of  
 Business “New Paths to Purpose Initiative”, Co-PI, \$67,337 USD**  
**Research Grant, *Wealth & Charitable Giving***  
 The Life You Can Save, \$3,000 USD  
**MA Research Grant, *The Health Benefits of Generosity***  
 The University of British Columbia, \$600 CAD
- 2012 **MA Research Grant, *Increasing Student Engagement***  
 Hunt Award, PsiChi Honors Society in Psychology, \$3,000 USD

## PUBLICATIONS

### Books

Whillans, A.V. (2020). *Time Smart: How to reclaim your time and live a happier life*. Cambridge, MA: Harvard Business Publishing. Publication Date: October 6, 2020. Available for Pre-order.

### Representative Journal Articles (\* shared first author, \*\*=undergraduate or graduate students)

- \*\*Macchia, L. & \*Whillans, A.V. (2019). Leisure beliefs and the subjective well-being of nations. *Journal of Positive Psychology*. Impact factor: 3.219.
- Whillans, A.V. \*\*Macchia, L. & Dunn, E.W. (2019). Valuing time predicts happiness after a life transition: A pre-registered longitudinal study of graduating students. *Science Advances*. Impact factor: 11.51.
- Whillans, A.V. & \*\*West, C. (Accepted, Pre-Registered Report). Alleviating time poverty among the working poor: A pre-registered longitudinal field experiment. *Nature Human Behavior*.
- Dunn, E.W. Whillans, A.V., Aknin, L.B. & Norton, M.I. (2019). From prosocial spending to buying time: How money provides a tool for increasing subjective well-being. *Advances in Experimental Social Psychology*. Impact factor: 8.73.
- \*Smeets, P., \*Whillans, A.V. Bekkers, R. & Norton, M.I. (2019). Time use and happiness of millionaires: Evidence from the Netherlands. *Social Psychological & Personality Science*. Impact factor: 2.63.
- Whillans, A.V., Dunn, E.W., Smeets, P., Bekkers, R., & Norton, M. I. (2017). Buying time promotes happiness. *Proceedings of the National Academy of Sciences*, 114(32), 8523-8527. Impact factor: 9.50. Altmetric score: 2159. This publication was listed in the 2017 top 100 scientific articles by Altmetric, indicating that this article was among the top 100 “most talked about” articles across all of science in 2017. This publication was listed as the Top #5 financial insights in 2017 by the New York Times.
- Whillans, A.V., Caruso, E.M., Dunn, E.W. (2017). Selfishness and selflessness start with the *self*: Wealth shapes responses to charitable appeals. *Journal of Experimental Social Psychology*, 5(70), 242-250. Impact factor: 2.16. Almetric score: 530. In the top 5% of all research outputs scored by Altmetric. This publication was featured as an “Editor’s Choice” at *Science* in January, 2017.
- Whillans, A.V., \*\*Christie, C., \*\*Cheung, S., Jordan, A.H., & Chen, F.S. (2017). From misperception to social connection: Correlates and consequences of overestimating others’ social connectedness.

*Personality and Social Psychological Bulletin*, 43(12), 1696-1711. Impact factor: 2.50. Altmetric score 651. In the top 5% of all research outputs scored by Altmetric.

Whillans, A.V., Seider, S.C., \*\*Dwyer, R., \*\*Chen, L., \*\*Novick, S., \*\*Graminga, K.J., \*\*Mitchell, B.A., Savalei, V., Dickerson, S.S., & Dunn, E.W. (2016). Does volunteering causally improve well-being? A pre-registered longitudinal field experiment. *Comprehensive Results in Social Psychology*, 0, 1-16. Altmetric score 81. In the top 25% of research outputs scored by Altmetric.

Whillans, A.V., Dunn, E.W., Sandstrom, G.M., Dickerson, S.S., & Madden, K.M. (2016). Is spending money on others good for your heart? *Health Psychology*, 35(6), 574-580. Impact factor: 3.18.

Whillans, A.V., Weidman, A.C., & Dunn, E.W. (2016). Valuing time over money is associated with greater happiness. *Social Psychological & Personality Science*, 7(3), 213-222. Impact factor: 2.63. Altmetric score: 442. In the top 5% of research outputs scored by Altmetric. Top 10 most read as of May 2018. "Top 10 Insights from the Science of a Meaningful Life in 2016" by Greater Good Science Center.

Whillans, A.V. & Dunn, E.W. (2015). Thinking about time as money decreases environmental behavior. *Organizational Behavior & Human Decision Processes*, 127, 44-52. Impact factor: 2.81. Top 20 'organizational behavioral insights' from Stanford Graduate School of Business in 2018.

### All Refereed Journal Articles (\* shared first author, \*\*=undergraduate or graduate students)

1. \*\*Kristal, A., Whillans, A.V., Bazerman, M. Gino, F., Shu, L. Mazar, N. & Ariely, D. (in press). Signing first does not reduce dishonesty. *Proceedings of the National Academy of Science*.
2. \*\*Kristal, A. & Whillans, A.V. (2019). What we can learn from five naturalistic field experiments that failed to shift commuter behavior. *Nature Human Behavior*.
3. \*\*Macchia, L. & \*Whillans, A.V. (2019). Leisure beliefs and the subjective well-being of nations. *Journal of Positive Psychology*. Impact factor: 3.219.
4. Whillans, A.V. \*\*Macchia, L. & Dunn, E.W. (2019). Valuing time predicts happiness after a major life transition: A pre-registered longitudinal study of graduating students. *Science Advances*. Impact factor: 11.51.
5. Whillans, A.V. & \*\*West, C. (Accepted, Pre-Registered Report). Alleviating time poverty among the working poor: A pre-registered longitudinal field experiment. *Nature Human Behavior*.
6. \*Smeets, P., \*Whillans, A.V. Bekkers, R. & Norton, M.I. (2019). Time use and happiness of millionaires: Evidence from the Netherlands. *Social Psychological & Personality Science*. Impact factor: 2.63.
7. \*\*Williams, A. L., \*\*Parks, A., \*\*Cormier, G., \*\*Stafford, J., & Whillans, A.V. (2019). Improving resilience among employees high in depression, anxiety, distress. *International Journal of Human Resource Management*. Impact factor: 2.42. Featured in *HBS Working Knowledge, World Economic Forum*.
8. Whillans, A.V., Aknin, L.B., \*\*Chen, L. & Chen, F.S. (2019). Common variants of the oxytocin receptor gene do not predict the mood benefits of charitable giving. *Emotion*. Impact factor: 3.04.
9. Whillans, A.V. & Dunn, E.W. (2018). Agentic appeals increase charitable giving in an affluent sample of donors. *PLoS ONE*, 13(12), E0208392. Impact factor: 2.77.
10. Whillans, A.V., & Chen, F.S. (2018). Facebook undermines the social belonging of first year students. *Personality and Individual Differences*, 133, 13-16. Impact factor: 1.97.
11. \*\*Hofer, M., \*\*Collins, H., Whillans, A.V., & Chen, F.S (2018). Olfactory cues from partners and strangers moderate stress responses. *Journal of Personality & Social Psychology*, 114(1), 1-9. Impact factor: 5.73.
12. Whillans, A.V. & Dunn, E.W. (2018). Valuing time over money is associated with greater social connection. *Journal of Social & Personal Relationships*. doi: 0265407518791322. Impact factor: 1.62.
13. Whillans, A.V., Dunn, E.W., & Norton, M.I. (2018). Overcoming barriers to time-saving: Reminders of future busyness encourage consumers to buy time. *Social Influence*, 13(2), 117-124. Impact factor: 0.98.
14. Whillans, A.V., \*\*Hope, S.E., \*\*Wylie, L.J. \*\*Zhao, B., & Souza, M.J. (2018). An intervention to improve student engagement and achievement. *Teaching of Psychology*, 45(2), 172-178. Impact factor: 1.00.
15. \*\*Klaiber, P., Whillans, A. V., & Chen, F. S. (2018). Long-term health implications of friendship formation during university. *Applied Psychology: Health and Well-Being*, 10(2), 290-308. Impact factor: 4.64.

16. Whillans, A.V., \*\*Christie, C., \*\*Cheung, S., Jordan, A.H., & Chen, F.S. (2017). From misperception to social connection: Correlates and consequences of overestimating others' social connectedness. *Personality and Social Psychological Bulletin*, 43(12), 1696-1711. Impact factor: 2.50. Altmetric score 651. In the top 5% of all research outputs scored by Altmetric.
17. Whillans, A.V., Dunn, E.W., Smeets, P., Bekkers, R., & Norton, M. I. (2017). Buying time promotes happiness. *Proceedings of the National Academy of Sciences*, 114(32), 8523-8527. Impact factor: 9.50.
18. Whillans, A.V., Caruso, E.M., Dunn, E.W. (2017). Selfishness and selflessness start with the *self*: Wealth shapes responses to charitable appeals. *Journal of Experimental Social Psychology*, 5(70), 242-250. Impact factor: 2.16. Altmetric score: 530. In the top 5% of all research outputs scored by Altmetric.
19. Whillans, A.V., Seider, S.C., \*\*Dwyer, R., \*\*Chen, L., \*\*Novick, S., \*\*Graminga, K.J., \*\*Mitchell, B.A., Savalei, V., Dickerson, S.S., & Dunn, E.W. (2016). Does volunteering causally improve well-being? A pre-registered longitudinal field experiment. *Comprehensive Results in Social Psychology*, 0, 1-16. Altmetric score 81. In the top 25% of research outputs scored by Altmetric.
20. Whillans, A.V., \*\*Wispiński, N.J., & Dunn, E.W. (2016). Seeing wealth as a responsibility improves attitudes towards taxation. *Journal of Economic Behavior & Organization*, 127, 146-154. Impact factor: 1.32. Altmetric score: 81. In the top 25% of research outputs scored by Altmetric
21. Whillans, A.V., Dunn, E.W., Sandstrom, G.M., Dickerson, S.S., & Madden, K.M. (2016). Is spending money on others good for your heart? *Health Psychology*, 35(6), 574-580. Impact factor: 3.18.
22. Whillans, A.V., Weidman, A.C., & Dunn, E.W. (2016). Valuing time over money is associated with greater happiness. *Social Psychological & Personality Science*, 7(3), 213-222. Impact factor: 2.63. Altmetric score: 442. In the top 5% of research outputs scored by Altmetric.
23. Whillans, A.V. & Dunn, E.W. (2015). Thinking about time as money decreases environmental behavior. *Organizational Behavior & Human Decision Processes*, 127, 44-52. Impact factor: 2.81.
24. \*Human, L.J., \*Whillans, A.V., Christiane, A.H., Klumb, P., Dickerson, S.S., & Dunn, E.W. (2015). Finding the middle ground: Curvilinear associations between positive affect variability and daily cortisol profiles. *Emotion*, 15(6), 705-720. Impact factor: 3.04.
25. Akin, L.B., Dunn, E.W., Whillans, A.V., Grant, A.M., & Norton, M.I. (2013). Making a difference matters: Impact unlocks the emotional benefits of charitable giving. *Journal of Economic Behavior & Organization*, 88, 90-95. Impact factor: 1.32.

**Manuscripts in Submission: (\* shared authorship, \*\*=undergraduate or graduate student)**

1. Akin, L. & Whillans, A.V. (Invited Submission). The link between helping and happiness: Policy and industry implications. *Social Issues & Policy Review*.
2. \*Dykstra, H., \*O'Flaherty, S., \*Roberts, J. \*Sherlock, J. & \*Whillans, A.V. (Invited Revision). Harnessing behavioral science to address the human impact on the environment. *Behavioral Science & Policy*.
3. \*\*Collins, H., Whillans, A.V & John, L.J. (Under Review). Understanding how research practices shape academic joy. *Organizational Behavior & Human Decision Processes*.
4. Donnelly, G., \*\*Wilson, A.V. Whillans, A.V. & Norton, M.I. (Under Review). I don't have the time vs. money: How communication of resource scarcity shapes social connection. *Journal of Marketing Research*.
5. \*\*Giurge, L.M. & \*Whillans, A.V. (2<sup>nd</sup> Round Revision). Beyond material poverty: The consequences of time poverty for individuals, organizations, and nations. *Nature Human Behavior*.
6. Kim, E., Whillans, A.V., Lee, M.T., Chen, Y. VanderWeel, T. (2<sup>nd</sup> Round Revision). Volunteering, health and well-being: An outcome-wide longitudinal approach. *American Journal of Preventative Medicine*.
7. \*\*Macchia, L. & \*Whillans, A.V. (Invited Revision). When income inequality affects the generosity of high income individuals around the world. *Psychological Science*.
8. Park, L.E., \*\*Lee, K., \*\*Ward, D., \*\*Naragon-Gainey, K., Piff, P. & Whillans, A.V. (Invited Revision). Income inequality in childhood predicts financial contingency of self-worth and well-being. *Self & Identity*.
9. \*\*Ward, D., Park, L.E., \*\*Naragon-Gainey, K., \*\*Jung, H. & Whillans, A.V. (Invited Revision). Can't buy me love: Social consequences of financial contingent self-worth. *Personality and Social Psychology Bulletin*.

10. \*\*Ward, D., Park, L.E., \*\*Walsh, C., \*\*Paravati, E. & Whillans, A.V. (Invited Revision): The influence of financially contingent self-worth in romantic relationships. *Personality and Social Psychology Bulletin*.
11. Whillans, A.V., Chen, F.S. & Jordan, A. (Invited Revision). A conceptual framework to understand when, how, and for whom worse-than-average beliefs have long-term benefits. *Frontiers in Psychology*.
12. Whillans, A.V., \*\*Lee-Yoon, A. & Dunn, E.W. (Invited Revision). The identifiable service provider effect: When guilt undermines consumer willingness to buy time. *Collabra*.
13. Whillans, A.V. \*\*Pow, J. & Norton, M.I. (Under Review). Buying time promotes relationship satisfaction. *Journal of Personality & Social Psychology*.
14. \*\*Yoon-Lee, A., Donnelly, G. & Whillans, A.V. (2<sup>nd</sup> Round Revision). Overcoming resource scarcity: The role of time and money-saving gifts. *Journal for the Association of Consumer Research*.
15. \*\*Yoon, J., \*\*Blunden, H.H., \*\*Kristal, A. & Whillans, A.V. (Under Review). Asking for advice (vs. feedback) yields more critical, specific, and actionable input. *Management Science*.
16. Whillans, A.V. \*\*Dwyer, R. \*\*Yoon, J. & \*\*Schweyer, A. (Under Review). The monetization of non-salary benefits shifts employment preferences. *Organizational Behavior & Human Decision Processes*.

### **Selected Working Papers (Manuscripts Available Upon Request):**

1. Bekkers, R., Smeets, P., Whillans, A.V. & Norton, M.I. The joy of giving vs. keeping: A matching experiment with millionaires and the general population. Target journal: *AEJ: Applied Economics*.
2. \*\*Dorison, C., Feiler, D., Kleinbaum, A. & Whillans, A.V. The happiness paradox: How happiness spreads through social networks. Target journal: *Psychological Science*.
3. \*\*Giurge, L., \*\*Aaon, B. & Whillans, A.V. Toward a theory of subjective time. Target journal: *Academy of Management Review*.
4. \*Hur, J., \*Lee, A. & \*Whillans, A.V. Who is more useful? The impact of performance incentives on work and personal relationships. Target journal: *Journal of Personality and Social Psychology*.
5. \*\*Proulx, J., \*\*Macchia, L., Akin, L. & Whillans, A.V. Increasing generosity among youth: A longitudinal pre-registered field experiment. Target journal: *Nature Human Behavior*.
6. \*\*Ward, G., \*\*Collins, H., Norton, M.I. & Whillans, A.V. The effect of stress on subjective well-being: The moderating role of culture and norms. Target journal: *Journal of Personality and Social Psychology*.
7. \*\*Yemiscigil, A., Whillans, A.V. & Powdthavee, N. Is purpose enough? The link between job purpose and satisfaction under poor working conditions. Target journal: *Journal of Economic Behavior & Organization*.
8. \*\*Yemiscigil, A., Whillans, A.V. & Podwthavee, N. The effects of retirement on meaning and purpose in life: Crisis or opportunity? Target journal: *Psychological Science*.
9. \*\*Yoon-J., O'Brien, E. & Whillans, A.V. Superordinate framing enhances task meaning. Target journal: *Journal of Experimental Psychology: General*.
10. \*\*Yoon-J., Donnelly, G., & Whillans, A.V. Women don't ask (for more time): Explaining gender differences in burn-out and workplace performance. Target journal: *Proceedings of the National Academy of Sciences*.

### **Selected Invited Submissions, Policy Papers, & Book Chapters**

1. Dunn, E.W. Whillans, A.V., Akin, L.B. & Norton, M.I. (in press). From prosocial spending to buying time: How money provides a tool for increasing subjective well-being. *Advances in Experimental Social Psychology*. Impact factor: 8.73.
2. Akin, L. Whillans, A.V., Norton, M.I. & Dunn, E.W. (2019). Happiness and prosocial behavior: An evaluation of the evidence. Chapter 4 in *United Nations World Happiness Report*. New York: Sustainable Development Solutions Network, 69-89.
3. De Neve, J. E., ..., Whillans, A. V. (2019). Work and Well-being: A Global Perspective. *Chap. 5 in Global Happiness Policy Report*. New York: Global Happiness Council, 74-127.
4. \*\*Lee-Yoon, A. & Whillans, A.V. (2019). Making seconds count: When valuing time promotes subjective well-being. *Current Opinion in Psychology*, 26, 54-57.

5. De Neve, J. E., ..., Whillans, A. V. (2018). Employee Well-Being, Productivity, Firm Performance: Evidence Case Studies. *Global Happiness Policy Report*. New York: Global Happiness Council, 74-87.
6. Mogilner, C. Whillans, A.V., & Norton, M.I. (2018). "Time, Money, & Subjective Well-being." Chapter for *Handbook of Well-being*. Salt Lake City: DEF Publishers.
7. Ruggieri, K., ...Whillans, A. (2018) "Work and Workplace." *Chapter 9 in Behavioral Insights for Public Policy: Concepts and Cases*. Abingdon, Oxon: Routledge, 156-173
8. Whillans, A., & \*\*Lee, A. (2018). *Trading cents for seconds: The development of a short scale to examine how people make trade-offs between time and money*. London: SAGE Publications.  
doi:10.4135/9781526437525

### Selected Popular Press Articles:

1. \*\*Kristal, A. & Whillans, A.V. (2019, December). "Why it's so hard to change people's commuting behavior." *Harvard Business Review* (online).
2. \*Blank, C., \*Newman, L., & \*Giurge, L., & \*Whillans, A.V. (2019, November). "Why leaders should consider giving their employees proactive time." *Harvard Business Review* (online).
  - Featured as the HBR 'Management Tip of the Day' on December 18, 2019
3. \*\*Yoon, J. \*\*Kristal, A., \*\*Blunden, H. & Whillans, A.V. (2019, September). "Why asking for advice is more effective than asking for feedback." *Harvard Business Review* (online).
4. Whillans, A.V. (2019, July). "What will make new graduates happy? More time or more money?" *Harvard Business Review* (online).
5. \*\*Yoon-J., Whillans, A.V. & O'Brien, E. (2019, July). "How to make even the most mundane tasks more motivating: Connect them to a broader goal." *Harvard Business Review* (online).
6. \*\*Williams, A.L., \*\*Parks, A., & Whillans, A.V. (2019, April). "Even your most stressed out employees benefit from resilience interventions." *Harvard Business Review* (online).
7. \*\*Yoon-J., Whillans, A.V. & Donnelly, G. (2019, March). "Why women do not ask for more time at work and what managers can do to help." *Harvard Business Review* (online and in print).
8. Whillans, A. V. (2019, Feb). "Big Ideas Feature: Time for happiness: Why the pursuit of money isn't bringing you joy -- and what will." *Harvard Business Review* (online feature).
  - Read 650,000+. *Most popular Harvard Business Review article in history of HBR.org.*
  - Published as the August-September *Harvard Business Review* cover story in France (print).
9. Whillans, A.V. (2018, Dec). "Spending too much time on your phone? Behavioral science has an app for that." *The Conversation*. Selected republications: *Daily Mail, FastCompany, Marketwatch*.
10. Whillans, A. V. & Devine, H. (2018, Sep). "From Ph.D. to Policy: Facilitating conversations between junior scholars and policymakers." *Behavioral Scientist*.
11. Whillans, A.V., Mogilner, C., & Norton, M.I. (2018). "The scientifically best ways to spend time if you want to be happy." *Quartz at Work*.
12. Blank, C. & Whillans, A.V. (2018). "Why you need a Chief Behavioral Officer." *The Observer*.
13. Whillans, A.V. & Chen, F.S. (2017). "Keeping score of friends on Facebook may be harmful for your health." *The Conversation*. Selected republications: *The LA Times, World Economic Forum*.
14. Whillans, A.V. & Dunn, E.W. (2017). "To promote happiness, choose time over money." *Behavioral Scientist*. #3 most popular article on the *Behavioral Scientist* in 2017.
15. Whillans, A.V., Dunn, E.W. & Norton, M.I. (2017). "If you want to feel better, spend money on saving time." *Wall Street Journal*.
16. Whillans, A.V. & Dunn, E.W. (2017). "Want to be happier? Buy yourself more free time." *The LA Times*.
17. Whillans, A.V., Dunn, E. W., & Caruso E. (2017, May). How to get the wealthy to donate. *New York Times*.
18. Whillans, A.V. (2016, Dec). Does being wealthy make you more charitable? *The Conversation*.
19. \*Dunn, E.W. & \*Whillans, A.V. (2015). "Give, if you know what's good for you." *New York Times*.
20. Whillans, A.V. (2015). "Spending money on others is good for your heart." *The Conversation*. Viewed 250,000 times. Selected republications: *Washington Post, World Economic Forum*



### Selected Practitioner Papers:

1. \*\*Thibault Landry, A & Whillans, A. (2019). Using Self-Determination Theory to understand why reward satisfaction matters for workers around the world. *Compensation & Benefits Review*.
2. \*\*Thibault Landry, A., \*\*Schweyer, A., & Whillans, A.V. (2018). Winning the war for talent: Modern motivational methods for attracting and retaining employees. *Compensation & Benefits Review*, 49(4), 230-246. Almetric Score: 130. In the top 25% of all research outputs scored by *Almetric*. Featured in *HBS Working Knowledge, Forbes, Washington Post*. Disseminated to 1,000+ C-suite executives.
3. Whillans, A.V. (2016). "A brief introduction to the science of fundraising." *White Paper, Council for Advancement & Support of Education (CASE)*.
4. Boese, G.T., MacDonald, B.M., & Whillans, A.V. (2015). From giving to giving well: Encouraging impactful donation decisions. *Proceedings of the Society for the Psychological Study of Social Issues*.

### Teaching Materials:

1. Whillans, A.V. Cekin, E. & Thapar, A. (2020). "Ureed: The Marketplace for Language." *Harvard Business School Case*.
2. Whillans, A.V. & Beshears, J. (draft available upon request). "Social Salary Setting at Spiber." *Harvard Business School Case*. Taught: Motivation and Incentives: HBS EC 2020.
3. Whillans, A.V. & Beshears, J. (draft available upon request). "Recruitment at Penguin Random House." *Harvard Business School Case*. Taught: Motivation and Incentives: HBS EC 2020.
4. Whillans, A.V. & Goldenberg, L. (draft available upon request): "Time or money choices? The P-Mot Exercise." *Harvard Business School Teaching Exercise*. Taught: Motivation and Incentives: HBS 2020.
5. Whillans, A.V. & Polzer, J. (draft available upon request). "Applied: Designing a Diversity Toolkit". *Harvard Business School Case*. Taught: People Analytics: HBS EC 2020.
6. Whillans, A.V. \*\*Cormier, G.C., Gino, F. & Staats, B (draft available upon request). "Catchafire: Scaling a two-sided volunteer marketplace." *Harvard Business School Case*.
7. Pierce, L., Whillans, A.V. & Hall, B. (draft available upon request). "A Loss Aversion Experiment at Maritz." *Harvard Business School Case*. Taught: Motivation and Incentives: HBS EC 2020.

### Selected Long-Term Research Projects in Progress:

1. *Using technology based platforms in schools and sports teams to cultivate long-term charitable giving habits* (with Lara Aknin – Simon Fraser University, Jason Proulx – Simon Fraser University, Lucia Macchia – Harvard Business School, Technology partner: Charitable Impact Foundation).
2. *Using behavioral science to promote sustainable transportation in US Cities* (with Shibeal O’Flarety – UCL, Holly Dykstra – HKS, Jessica Roberts – Alta Planning, Industry partners: *Scoop, Waze, CAH*)
3. *Using field experiments to improve the well-being of social workers* (with Shibeal O’Flarety – Kings College, London, Michael Sanders – Kings College London, Executive Director of the What Works Centre)
4. *Development of an incentive compatible measure of the value of time* (with Saika Belal - Berkley Department of Economics, School of Labor Economics)
5. *Understanding the causal impact of gap year programs on student success and employment outcomes* (with Abby Falik at Global Citizen Year, Michael McGarrah, Ayse Yemisicigil at Harvard University)

### INVITED ACADEMIC TALKS

2019, March	Department of Marketing & Logistics, Fisher College, Ohio State University
2019, February	Mendoza College of Business, University of Notre Dame
2019, January	School of Population & Public Health, Harvard University
2019, December	Mind Brain & Behavior Initiative, Harvard University
2019, December	Department of Management & Organizations, University of Zurich
2019, November	Department of Psychology, Baylor University
2019, November	Department of Marketing, Yale School of Management

2019, October	Organizational Behavior, Michigan Ross School of Management
2019, September	Behavioral Exchange 2019, London, UK
2019, June	Organizational Behavior, Católica-Lisbon University
2019, May	Duck Conference on Social Cognition, Purdue University
2019, May	University of British Columbia ( <i>Srivastava Distinguished Keynote Speaker</i> )
2019, May	Neiman Program in Journalism, Harvard University
2019, April	SHINE Program, School of Public Health, Harvard
2019, April	Program on Negotiations, Harvard Kennedy School
2019, January	Organizational Behavior, Stanford Business School
2018, October	Management Division, Northwestern University
2018, October	Behavioral Decision Making Seminar, Cornell University
2018, June	Economics of Wellbeing Seminar Series, Warwick Business School ( <i>2 lectures, IAREP/SABE Designated Keynote Speaker</i> )
2018, March	Finance Seminar, Maastricht University
2018, February	Mind Brain Behavior Initiative, Harvard University
2017, November	Behavioral Science Hub, London School of Economics
2017, October	Department of Psychology, Harvard University
2017, September	Behavioral Insights Group, Harvard Kennedy School
2017, June	Rockefeller Junior Scholars Forum, Stanford University
2017, June	Ministry of Health, BC Provincial Government
2017, June	Public Policy Division, University of Victoria
2017, February	Center for Interactive Research and Sustainability, UBC
2017, December	NOM Unit, Harvard Business School
2016, November	Organizational Studies Program, University of Michigan
2016, August	Take Back Your Time Conference, Seattle University
2016, June	Behavioral Exchange 2016, Harvard Business School
2016, June	Re:Work, Google Headquarters
2016, April	Department of Psychology, Simon Fraser University
2015, August	Behavioral Exchange 2015, London, UK
2015, June	Psychology & Sustainability Seminar, Pomona College
2015, June	Department of Economics, University of Chicago
2014, May	Center for Decision-Making, Chicago Booth School of Business
2014, April	Center for Interactive Research and Sustainability, UBC
2013, April	Department of Economics, Warwick University, Warwick, UK

## SELECTED PRESENTATIONS

### Chaired Symposia at Peer Reviewed Scientific Meetings:

1. Roberts, J., Sherlock, J. & Whillans, A.V. (2020). Nudging the commute: Applying behavioral insights to transportation demand management. Symposium co-organizer and symposiumspeaker at Transportation Research Board Conference, Washington, DC.
2. Park, L.E. & Whillans, A.V. (2019). New insights into the psychology of happiness. Symposium co-organizer and symposium speaker at the Society for Experimental Social Psychology, Toronto, CA.
3. Hur, J., & Whillans, A.V. (2019). The unintended consequences of financial incentives. Symposium Co-Chair and Speaker at the Academy of Management, Boston MA. *Featured Symposium, HR Division*.
4. Garcia-Rada, X. & Whillans, A.V. (2018). Consumption as a pathway to love and trust in close relationships. Special Session Co-Chair and Speaker at the Association for Consumer Research, Dallas, TX.

5. Park, L.E. & Whillans, A.V. (2018). Why income inequality matters: New insights from the level of individuals, dyads, and society. Symposium co-organizer and symposium speaker at the Society for Experimental Social Psychology, Seattle, WA.
6. Whillans, A.V. & Chen, F.S. (2018). From making friends—to matters of life and death—Social comparisons critically shape relationships and health. Symposium Co-organizer and symposium speaker at the Annual Conference of the Association for Psychological Science, San Diego, CA.
7. Whillans, A.V. (2016). Counting cents and seconds: The happiness benefits of choosing time over money. Symposium Organizer and Speaker at the Association for Psychological Science, Atlanta, GA.

**Selected Talks at Peer Reviewed Scientific Meetings: (Excluding posters)**

1. Whillans, A.V. & West, C. (2020). Time-saving vouchers as a tool to alleviate the psychological burdens of poverty among working poor women. Paper to be presented at the American Economics Association, San Diego, CA. Session on Cash Transfers, Women, and Families (International Perspectives).
2. Bekkers, R., Whillans, A.V. Smeets, P. & Norton, M.I. (2019). The joy of giving: Evidence from a matching experiment with millionaires. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Activities (ARNOVA), San Diego, CA. \*Nominated for a Best Paper Award.
3. \*\*Proulx, J., Whillans, A.V., Helliwell, J., Macchia, L., Akin, L. (2020). Encouraging financial generosity among kids and parents through schools and sports teams. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Activities (ARNOVA), San Diego, CA.
4. Whillans, A.V., \*\*Proulx, J., Bryan, C., & Dunn, E.W. (2020). Encouraging financial generosity among kids and parents through active discussion. Paper presented at the Association for Research on Nonprofit Organizations and Voluntary Activities (ARNOVA), San Diego, CA.
5. Whillans, A.V., \*\*O’Flarety, S., \*\*Kristal, A., \*\*Dykstra, H. (2019). Using behavioral insights to nudge greener, happier and healthier commutes. Paper presented at the Behavioral Insights into Business for Social Good Conference, Vancouver, Canada.
6. \*\*Yoon, J., \*\*Blunden, H.H., \*\*Kristal, A. & Whillans, A.V. (2019). Asking for advice yields more critical, specific, and actionable input. Paper presented at Academy of Management, Boston MA.
7. Gonzalez, A.M. & Whillans, A.V. (2019). Origins of inequality perpetuation: Wealthy parents’ status attributions predict their children’s. Paper presented at the Society for the Psychological Study of Social Issues. San Diego, CA.
8. \*\*Yoon-J., Donnelly, G. & Whillans, A.V. It doesn’t hurt to ask for more time: Employees overestimate the interpersonal costs of extension requests. Paper presented at Academy of Management, Boston, MA.
9. Whillans, A.V., Chen, F.S., & Shankar, H. (2019). From social misperceptions to improved health and happiness. Paper presented at the Society for Personality & Social Psychology, Portland, OR.
10. Gonzalez, A.M. & Whillans, A.V. (2019). Origins of inequality perpetuation: Wealthy parents’ status attributions predict their children’s. Paper presented at the Northwest Conference of Social Cognitive Development. San Juan Island, WA.
11. Bekkers, R., Whillans, A.V. Smeets, P. & Norton, M.I. (2019). The joy of giving: Evidence from a matching experiment with millionaires. Paper presented at the American Economics Association, Atlanta, GA.
12. Whillans, A.V. & Dunn, E.W. (2018). The identifiable service provider: When guilt undermines consumer willingness to buy time. Paper presented at the Association for Consumer Research, Dallas, TX.
13. Whillans, A.V., Bryan, C., & Dunn, E.W. (2018). Harnessing “teachable moments” to encourage financial generosity. Paper presented at the Society for Philanthropy Initiative, Chicago, IL.
14. \*\*Lee-Yoon, A., Hur, J., & Whillans, A.V. (2018). How pay for performance incentives shape social interactions. Paper presented at the Academy of Management, Chicago, IL.
15. Whillans, A.V. \*\*Dwyer, R.J., Petrovic, M. (2018). Translating time to cash: Monetization of non-salary benefits shifts employment preferences. Paper presented at Academy of Management, Chicago, IL.
16. Whillans, A.V. & Jachimowicz (2018). Passionate employees can have it all: Passion lowers time stress by enhancing goal integration. Paper presented at Academy of Management, Chicago, IL.

17. \*\*Dwyer, R.J., Petrovic, M & Whillans, A.V. (2018). Translating time to cash: Monetization of non-salary benefits shifts employment preferences. Paper presented at the Managerial Behavioral Decision Making Conference at Harvard Business School, Cambridge, MA.
18. Whillans, A.V., Pow, J. & Norton, M.I. (2018). Giving your partner the gift of time: When and why time-saving purchases promote closeness in romantic relationships. Paper presented at the Prosocial Consumption Boutique Conference of the Journal for the Association of Consumer Research, Vancouver, BC.
19. Whillans, A.V. & \*\*Lee-Yoon, A. (2018). Valuing time over money promotes social connection. Paper presented at the Annual Conference of the Association for Psychological Science, San Diego, CA.
20. Whillans, A.V. (2018). How behavioral science affects philanthropy-related policy in Canada. Talk presented at the Communication, Science, and Policy Conference, Vancouver, BC, Canada.
21. Whillans, A.V., Dunn, E.W. & Norton, M.I. (2017). Buying time promotes happiness. Paper presented at the Society for Judgement & Decision Making, Vancouver, BC.
22. Whillans, A.V., Smeets, P., Bekkers, R. Norton, M.I. (2017). Control over time predicts happiness among millionaires. Paper presented at the Association for Consumer Research, San Diego, CA
23. Whillans, A.V., Dunn, E.W. & Norton, M.I. (2017). Buying time promotes happiness. Paper presented at the Association for Consumer Research, San Diego, CA.
24. Whillans, A.V., Christie, C., Cheung, S., Jordan, A.H. Chen, F.S. (2017). From misperception to connection. The causes and consequences of inaccurate beliefs about peers' social lives. Paper presented at the Academy of Management, Atlanta, GA.
25. Whillans, A.V., Dunn, E.W. & Norton, M.I. (2017). The benefits and barriers of buying time. Paper presented at the Society for Personality & Social Psychology, San Antonio, TX.
26. Norton, M.I., Smeets, P.M., Whillans, A.V., & Bekkers, R. (2017). Millionaires turn leisure into happiness by keeping busy. Paper presented at the Society for Personality & Social Psychology, San Antonio, TX.
27. Dunn, E. W., Whillans, A. V., Sandstrom, G., Dickerson, S. & Madden, K. (2016). Is spending money on others good for your heart? Paper presented at the Society for Personality & Social Psychology, CA.
28. Dunn, E.W. & Whillans, A.V. (2015). Thinking about time as money decreases environmental behavior. Paper presented at the Society for Personality and Social Psychology in Los Angeles, CA.
29. Whillans, A.V., Dunn, E.W., Sandstrom, G.M., Dickerson, S.S., & Madden, K.M. (2014). Spending money on others improves health. Paper presented at the Society for Philanthropy Initiative, Chicago, IL.

#### **Selected Invited Panels, Public Lectures & Policy Schools Facilitated:**

1. Speaker, "Behavioral Science and Transportation," Center for Advanced Hindsight, Durham, NC (2020).
2. Speaker, WorldMinds Conference, Zurich, Switzerland (2019).
3. Speaker, Chicago Innovation Labs, Field Experiments in Industry, Edelman, Chicago, IL (2019).
4. Speaker, Rare.org, College Campus Sustainability Challenge, Dickinson College, Carlisle, PA (2019).
5. Speaker, Field Experiments, Behavioral Exchange (BX), Harvard Kennedy School, Boston, MA (2019).
6. Workshop Coordinator and Speaker, Association for Commuting & Transportation Annual Conference, New York City, "Bringing Behavioral Science to TDM" (2019).
7. Panelist, Commentary on the USA Giving Report, Barnes Foundation, Philadelphia, PA (2019).
8. Speaker, Time, Money, and Happiness, TedX Cambridge (2019).
9. Panelist, Wharton People Analytics Conference, University of Pennsylvania (2019).
10. Panelist, Health and happiness in policy and practice across the globe: The role of science and evidence, Chan Centre for Public Health, Harvard University, Cambridge. MA (2019).
11. Speaker and workshop facilitator, Using Behavioral Science to Promote Sustainable Transportation in US Cities, Rare.org, Washington, DC (2019).
12. Speaker, Workforce and Wellbeing Strategy, North America Institute, Washington, DC (2019).
13. Facilitator, Time Affluence in Organizations, Defense Health Authority, United States Federal Government, Pentagon, Washington, DC (2019).
14. Keynote, Canadian Graduate Studies Asscn., Distinguished Dissertation Lecture, Winnipeg, CA. (2019).

15. Panelist & Moderator, building connections between academics and policy makers. British Columbia Science & Policy Conference, Vancouver, BC (2018).
16. Speaker, Corporate field experiments,” 2018 Employee Engagement Awards, Chicago, IL (2018).
17. Panelist, Behavioral Insights Group, BIG Difference in Canada Conference, Sauder School of Business, University of British Columbia, Vancouver, BC (2018).
18. Panelist, Generosity and the Bottom Line, Ideas42, New York, NY (2018).
19. Moderator, Behavioral Insights in Canada Conference, Victoria, BC (2018).
20. Webinar speaker, “Understanding Today’s Job Seeker” Appcast Seminar for Job Seekers (2018).
21. Keynote, “Government innovation in a multigenerational workforce.” Innovation Institute, Durham Regional Government, Ontario, Canada (2018).
22. Keynote, “What Do People Want – Cash or Something Else?” Appcast Conference, Minneapolis, MN (2017).
23. Moderator, “What behavior economics can teach us about travel management,” Global Business Travel Association, Boston, MA. Panelists: Trip Actions, Rocketrip, Google (2017).
24. Speaker, Creating and collaborating on a global employee engagement model,” Employee Engagement Conference Awards, Chicago, IL (2017).
25. Keynote, The Science of Employee Engagement, CHRO Leadership Summit, Chicago, IL (2017).
26. Keynote, “Engaged scholarship, an engaged career: Reaching beyond academia.” The Canadian Congress of Humanities and Social Sciences, Toronto, CA (2017).
27. Keynote, “Increasing the well-being of first-year UBC students.” Invited talk given to UBC Vice- President of Students, UBC Managing Director of Student Development & Services, Academic Director for UBC First Year Student Initiatives, and UBC Director for Student Involvement (2017).
28. Speaker, “Encouraging charitable giving for public sector employees: Quasi-experimental and experimental evidence.” Public Service Agency, BC Government, Victoria, BC (2017).
29. Invited attendee. Governor General’s Day of Charitable Giving, Ottawa, Rideau Hall (2017).
30. Policy School Facilitator, “Incorporating behavioral insights in government.” Public Service, BC Provincial Government, Victoria, BC (2016).
31. Keynote, “Simple strategies to improve happiness and reduce work stress.” The Provincial Court of Canada’s Judicial Education Committee (2016).
32. Keynote, “Encouraging sustainability in the workplace.” Green Streets Initiative Annual Kick-off Event, State House, Boston, MA (2016).
33. Speaker, “Does money buy happiness? If you buy better time.” Happy Show, Happy Hour Speaker Series, Museum of Vancouver, Vancouver, CA (2016).
34. Keynote, Multidisciplinary Undergraduate Research Conference, University of British Columbia (2012,15).
35. Keynote and event host, “The importance of student scholarships.” Wesbrook Scholar Event (2012, 15).
36. Speaker and event host, “President’s annual review.” University of British Columbia (2012).
37. Keynote, “The benefits of generosity.” President Fireside Chat Series, University of British Columbia (2012).

#### **PRESS COVERAGE & MEDIA INTERVIEWS (1000+ media outlets world-wide)**

ABC News, Behavioral Science and Policy Association, BBC, Boston Globe, Business Insider, Chicago Tribune, CNBC, CNN, The Economist, Fox Business, Huffington Post, LA Times, Medical News Today, Nature Climate Change Reports, NBC, NPR’s “Poundstone Institute”, New York Post, New York Times, Newsweek, Psychological Science Magazine, Science Daily, Scientific American, Scientific American “60 Second Science”, Stanford Sociological Review, Canadian Association of Higher Education (Featured as a PhD “Taking doctoral education in new directions”), Wall Street Journal, WGBH, Washington Post, USA Today.

#### **Feature Coverage (Selected):**

Forbes (2019, December). “The Ten Happiest Countries in the World and How They Got There.” [Click Here.](#)  
 BBC (2019, December). “The One Thing Ruining Your Free Time.” [Click Here](#) for Video Interview.

- NPR (2019, December). "Why People with Climate Change Concerns Don't Always Do What's Best for the Environment." <https://www.npr.org/2019/12/13/787952258/why-people-with-climate-change-concerns-dont-always-do-what-s-best-for-the-envir>
- Forbes (2019, December), "How Resilience Training Can Help Distressed Employees." <https://www.forbes.com/sites/hbsworkingknowledge/2019/12/04/how-resilience-training-can-help-distressed-employees/#7825ae4452cd>
- Thrive Global (2019, November). "If You Want to Get Better at Something, Ask for Advice Instead of Feedback." <https://thriveglobal.com/stories/ask-for-advice-instead-of-feedback/>
- Vox (2019, November). "How to Spend Money to Squeeze More Joy Out of Life." <https://www.vox.com/the-highlight/2019/11/13/20951937/money-experiences-buy-happiness-happy-how-to-spend>
- UCLA Anderson Review (2019, September). "How We Manage It, Value It, and Relate to the Passing of Time." <https://www.anderson.ucla.edu/faculty-and-research/anderson-review/time-sampler>
- Forbes (2019, July). "How Do the Very Wealthy Choose to Spend their Time?" <https://www.forbes.com/sites/traversmark/2019/07/13/how-do-the-very-wealthy-choose-to-spend-their-time/#7d4145cf2ca1>
- Forbes (2019, May). "Why Women Should Ask for More Deadline Extensions." <https://www.forbes.com/sites/kimelsesser/2019/05/28/study-women-should-ask-for-more-deadline-extensions/#508a01c722dd>
- Thrive Global (2019, May). "This One Habit Will Save You Time and Boost Your Happiness." <https://thriveglobal.com/stories/on-demand-services-save-time-boost-happiness-money-financial-advice-wisdom/>
- NBC News Better (2019, May). "How Money Can Buy Happiness." <https://www.nbcnews.com/better/video/dr-ashley-whillans-harvard-business-school-how-money-can-buy-happiness-59544645776>
- NBC News Better (2019, April). "How to Say No to Invitations Without Hurting Anyone's Feelings." <https://www.nbcnews.com/better/video/how-to-say-no-to-invitations-without-hurting-anyone-s-feelings>
- CNBC (2018, April). "Making This Mistake Can Cost You Time and Money Every Day—Here's How to Avoid It." <https://grow.acorns.com/recognizing-time-traps/>
- Thrive Global (2019, March). "Use Your Hard-Earned Money to Buy Yourself a More Happier Time." <https://thriveglobal.com/stories/use-your-hard-earned-money-to-buy-yourself-a-more-happier-time/>
- Washington Post (2019, March). "The one benefit workers want more than anything." [https://www.washingtonpost.com/business/2019/03/28/one-benefit-workers-want-more-than-anything/?utm\\_term=.58079e69d7d1](https://www.washingtonpost.com/business/2019/03/28/one-benefit-workers-want-more-than-anything/?utm_term=.58079e69d7d1)
- Greater Good Magazine (2019, March). "Why You Never Seem to Have Enough Time." [https://greatergood.berkeley.edu/article/item/why\\_you\\_never\\_seem\\_to\\_have\\_enough\\_time](https://greatergood.berkeley.edu/article/item/why_you_never_seem_to_have_enough_time)
- Washington Post (2019, March). "Why You Never Seem to Have Enough Time." [https://www.washingtonpost.com/lifestyle/2019/03/25/why-you-never-seem-have-enough-time/?noredirect=on&utm\\_term=.19f340e4f133](https://www.washingtonpost.com/lifestyle/2019/03/25/why-you-never-seem-have-enough-time/?noredirect=on&utm_term=.19f340e4f133)
- Work and Life with Stew Friedman, PODCAST (2019, March). "Ep 113. Ashley Whillans: Combating Time Poverty." <http://www.workandlifepodcast.com/blog/2019/2/23/ep-113-ashley-whillans-combating-time-poverty>
- Harvard Business Review (2019, March). "Why 'I Don't Have Time' Is a Bad Way to Decline an Invitation." [https://hbr.org/2019/03/why-i-dont-have-time-is-a-bad-way-to-decline-an-invitation?\\_lrsc=b4f3a3f1-a84f-4d72-919b-228b34e57f34&utm\\_source=social&utm\\_medium=leap](https://hbr.org/2019/03/why-i-dont-have-time-is-a-bad-way-to-decline-an-invitation?_lrsc=b4f3a3f1-a84f-4d72-919b-228b34e57f34&utm_source=social&utm_medium=leap)
- Business Insider (2019, March). "A Harvard professor says most of us overlook a simple way to be happier because it costs money." <https://www.businessinsider.com/how-to-spend-money-wisely-happiness-harvard-professor-2019-3>
- Gretchen Rubin (2019, Feb). "If Time is Money, Money Can Also Buy Happier Time." <https://gretchenrubin.com/2019/02/ashley-whillans-interview/>

- Forbes (2019, Feb). "Nine Ways To Motivate Employees That Don't Always Involve Cash." <https://www.forbes.com/sites/hbsworkingknowledge/2019/02/28/nine-ways-to-motivate-employees-that-dont-always-involve-cash/#70a0ed0c1d1c>
- Forbes (2019, Feb). "Want More Happiness At Work? Four Unexpected Ways to Get It." <https://www.forbes.com/sites/tracybrower/2019/02/24/want-more-happiness-at-work-four-unexpected-ways-to-get-it/#604bf52eb236>
- The Atlantic (2019, Feb). "Workism Is Making Americans Miserable." <https://www.theatlantic.com/ideas/archive/2019/02/religion-workism-making-americans-miserable/583441/>
- MarketWatch (2019, Feb). "Karl Lagerfeld didn't make his own bed, cook or drive — why more Americans are following in his footsteps." <https://www.marketwatch.com/story/karl-lagerfeld-didnt-cook-drive-or-make-his-own-bed-and-more-americans-are-doing-the-same-2019-02-20>
- Inc. (2019, Feb). "Harvard Study of 100,000 People: You'd Be Happier If You Had More Time and Less Money." <https://www.inc.com/jessica-stillman/5-research-backed-ways-to-feel-like-you-have-more-time.html>
- Forbes (2019, Feb). "This Harvard Study Says The Happiest People Have More Time And Less Money." <https://www.forbes.com/sites/briannawiest/2019/02/13/this-harvard-study-says-the-happiest-people-have-more-time-and-less-money/#21379e412ca8>
- The Cut (2019, Feb). "The Psychological Trap of Freelancing." <https://www.thecut.com/2019/02/why-freelancing-creates-anxiety-about-money.html>
- Harvard Business Review, PODCAST (2019, Jan). "Use Your Money to Buy Happier Time." <https://hbr.org/ideacast/2019/01/use-your-money-to-buy-happier-time>
- Business Insider (2019, Jan). "The reason so many people value money over time comes down to a common delusion you can expose with a simple question." <https://www.businessinsider.com/time-now-vs-future-happiness-2019-1>
- Business Insider, India (2019, Jan). "Too many people are deluded about how much time they'll have next week, leaving them overcommitted and unhappy." <https://www.businessinsider.in/too-many-people-are-deluded-about-how-much-time-theyll-have-next-week-leaving-them-overcommitted-and-unhappy/articleshow/67780520.cms>
- HBS Working Knowledge (2019, Jan). "Forget Cash. Here are Better Ways to Motivate Employees." [https://hbswk.hbs.edu/item/forget-cash-here-are-better-ways-to-motivate-employees?utm\\_source=SilverpopMailing&utm\\_medium=email&utm\\_campaign=Daily%20Gazette%201-30-19%20\(1\)](https://hbswk.hbs.edu/item/forget-cash-here-are-better-ways-to-motivate-employees?utm_source=SilverpopMailing&utm_medium=email&utm_campaign=Daily%20Gazette%201-30-19%20(1))
- New York Post (2019, Jan). "Rich people are more charitable if they feel like they are in charge." <https://nypost.com/2018/12/31/rich-people-are-more-charitable-if-they-feel-like-theyre-in-charge/>
- Psychology Today (2019, Jan). "Is it time to change the way you make New Year's Resolutions?" <https://www.psychologytoday.com/ca/blog/slightly-blighty/201812/is-it-time-change-the-way-you-make-new-year-resolutions>
- Fast Company (2018, Dec). "Our phones are making us unwell—but behavioral science can help." <https://www.fastcompany.com/90276306/our-phones-are-making-us-unwell-but-behavioral-design-can-help>
- Forbes (2018, Nov). "What makes us tick? Insights from the 2018 behavioral summit." <https://www.forbes.com/sites/brettwhysel/2018/11/13/what-makes-us-tick-insights-from-the-2018-behavioral-summit/#5c9cc05f2cf3>
- Scientific American (2018, September), "Exercise, eat well, help others: Altruism's surprisingly strong health impact." <https://blogs.scientificamerican.com/observations/exercise-eat-well-help-others-altruisms-surprisingly-strong-health-impact/>
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## AFFILIATIONS

American Psychological Society, Association for Consumer Psychology, Academy of Management, The Behavioral Scientist (*Founding Columnist*), Canadian Psychological Association, Center for Advanced Hindsight (*Academic Partner*), Center for Well-being (*Academic Partner*), Charitable Impact Foundation (*Academic Partner*), Four-Day Workweek Foundation (*Academic Advisor Board Member*) Incentives Research Foundation (*Academic Advisor*), The Life You Can Save (*Advisory Board Member*), Martiz (*Academic Partner*), OC Tanner (*Academic Partner*), Psi Chi Honors Society in Psychology, Society for Personality & Social Psychology, Society for Judgment & Decision Making, World Happiness Council.

## TEACHING EXPERIENCE (*Teaching Fellow involves a regular teaching component*)

- 2019-2020            **Instructor of Record**, PhD Course in Micro-Organizational Behavior  
 Harvard Business School  
 Overall Teaching Evaluation: 4.70/5.00  
 Guest Lecturer: Psychology “Pro-seminar” led by Prof. Dan Gilbert
- 2018-2019            **Instructor of Record**, Negotiations  
 Harvard Business School  
 Overall Teaching Evaluation: 5.80/7.00  
                             Section 1: 6.00/7.00  
                             Section 2: 5.60/7.00
- 2017-2018            **Instructor of Record**, Negotiations  
 Harvard Business School  
 Overall Teaching Evaluation: 5.31/7.00  
 Overall Course Evaluation Average: 5.40/7.00

2016-2017 **Instructor**, Behavioral Decision Making in Organizations  
Guest Lecturer, University of Chicago, Chicago Booth School of Business

2016-2017 **Instructor of Record**, Introduction to Psychology  
Overall Teaching Evaluation: 4.68/5.00  
Overall Psychology Department Average: 4.10/5.00

2015-2016 **Teaching Fellow**, Introduction to Social  
Psychology Teaching Evaluation: 4.80/5.00  
Overall Course Evaluation: 4.70/5.00

2014-2015 **Mentor**, Student Directed Seminars  
Assisted students in developing a “Science of Happiness” course

**Teaching Fellow**, Analysis of Behavioral Data (Intro to Statistics)  
Overall Teaching Evaluation: 4.23/5.00  
Overall Course Evaluation: 3.90/5.00

2013-2014 **Teaching Assistant**, Social Psychology  
Overall Teaching Evaluation: 4.60/5.00  
Overall Course Evaluation: 4.25/5.00

**Teaching Fellow**, Gender Psychology  
Overall Teaching Evaluation: 4.70/5.00  
Overall Course Evaluation: 4.80/5.00

2012-2013 **Teaching Assistant**, Social Psychology  
Overall Teaching Evaluation: 4.80/5.00 Overall  
Course Evaluation: 4.70/5.00

**Teaching Assistant**, Psychology Honors Seminar  
Overall Teaching Evaluation: 4.90/5.00  
Overall Course Evaluation: 4.40/5.00

2012-2014 **Paid Facilitator**, Instructional Skills Workshops  
The University of British Columbia

**STUDENT SUPERVISION** (*more detail on supervision including placement outcomes available upon request*)

2019-ongoing Supervising 10 Harvard undergraduate thesis students  
Supervisor/cosupervisor of 3 HBS PhD students (Jaewon  
Yoon, Ariella Kristal, Jeff Steiner)  
PhD Committee Member: Serena Hagerty

2018-2019 Supervising 10 Harvard undergraduate thesis students  
Supervisor/cosupervisor of 3 HBS PhD students (Jaewon  
Yoon, Ariella Kristal, Jeff Steiner)

2017-2018 Supervising 20 undergraduate RAs (5 reference letters)

- Undergraduate thesis student won \$500 travel award from SPSP
- 2016-2017 Supervised 30+ undergraduate RAs (10 reference letters)  
Supervised 6 undergraduate thesis projects  
Undergraduate thesis student won \$1,000 Competitive Travel Award
- 2015-2016 Supervised 30+ undergraduate RAs (8 reference letters)  
Supervised 10 undergraduate thesis projects  
Thesis Students won \$1,200 USD in Competitive Travel Awards  
Undergraduate thesis student won UBC Top Poster Award (Top 3 of 51 posters)
- 2014-2015 Supervised 15 undergraduate RAs (9 reference letters)  
Supervised 9 undergraduate thesis projects  
Honors student won an Honorable Mention for best poster at the UBC Undergraduate Research Conference (Top 4 of 40 posters)
- 2013-2014 Supervised 11 undergraduate RAs (8 reference letters)  
Supervised 5 undergraduate thesis projects  
Honors student won the Belkin Award for Best Honors Thesis

## **SERVICE TO PROFESSION**

### **Editorial Board:**

*Compensation and Benefits Review*

### **Ad-hoc Reviewer:**

*Academy of Management Journal*  
*American Economic Review*  
*Applied Psychology: Health and Well-Being*  
*Asian Journal of Social Science*  
*Basic & Applied Social Psychology*  
*Current Psychology*  
*Cyberpsychology*  
*Health Psychology*  
*Journal for the Association of Consumer Research*  
*Journal of Behavioral Decision Making*  
*Journal of Personality & Social Psychology*  
*Journal of Positive Psychology*  
*Journal of Economic Behavior & Organization*  
*Journal of Economic Psychology*  
*Journal of Experimental Social Psychology*  
*Journal of General Social Psychology*  
*Journal of Social & Personal Relationships*  
*International Journal of Psychology*  
*Management Science*  
*Nature Human Behavior*  
*Perspectives on Psychological Science*  
*Personality and Social Psychology Bulletin*  
*Self & Identity*

*Social Science Research*  
*Social Psychology*  
*Social Psychological & Personality Science*  
*Time & Society*  
*The Journal of General Psychology*

**Other Service:**

2016-2018 Co-coordinator, Happiness Preconference, Society for Personality & Social Psychology  
 2015 Co-coordinator, Behavioral Scientist of the Future Session, Behavioral Exchange 2016  
 2012-2014 Elected Member at Large, Graduate Student Council, SPSP

**UNIVERSITY SERVICE**

**Harvard Business School:**

2019-20 Exam Adjudicator, Qualifying Exams, Doctor of Philosophy in Organizational Behavior  
 Committee Member, Degree Program for Doctor of Philosophy in Organizational Behavior  
 Advisor, MBA Independent Studies in Well-being (Qian Zhang)  
 Advisor, Student Sustainability Associates (Advising 5 MBA Representatives)  
 Guest Speaker, Atlanta Harvard Business School Alumni Club  
 Guest Speaker, Chicago Harvard Business School Alumni Club  
 Panelist, Behavior & Environment Initiative Annual Executive Retreat  
 Panelist, Behavioral Economics Executive Education Program  
 Co-coordinator, Negotiations, Organizations & Markets Seminar Series

2018-19 Instructor, Behavioral Insights Group Doctoral Consortium (“Methods”)  
 Instructor, MBA Alumni Event (“Kids Negotiation Exercise”)  
 Instructor, MBA Bridges Program (“Time affluence and happiness”)  
 Member, Policy and Admissions Committee, Organizational Behavior  
 Panelist, Women in Business Association, Work-life Balance Panel  
 Advisor, MBA Independent Studies in Social/Health (Grace Feenstra)  
 Co-coordinator, Managerial Behavioral Decision Making Conference

2017-18 Member, Policy and Admissions Committee, Organizational Behavior  
 Advisor, MBA Independent Studies in Social Enterprise (Jordan Richard Craven)  
 Guest Speaker, New York Harvard Business School Alumni Club  
 Participant, Behavioral Insights Group Mayors Innovation Project  
 Committee Member, Behavioral Decision Research in Management Conference  
 Committee Member, Micro-Organizational Behavior PhD Admissions  
 Participant, Behavioral Insights Group Doctoral Consortium

**University of British Columbia:**

2017 Adjudicator, Killam Teaching Assistant Award  
 2016 Appointment Committee of the Associate Vice President of Research & International  
 2015 Co-founder & Co-coordinator, Marketing & Psychology Brownbag  
 2013-2015 Facilitator, Teaching Assistant Training Day  
 2013-2014 Workshop Coordinator, Social & Personality Area

## PROFESSIONAL ACTIVITIES

### Selected Consultant Positions:

- 2018                    *Senior Advisor, Edelman* (ongoing)  
 Conducting behavioral science experiments and assisting Edelman with including behavioral economics principles into client strategy.
- Consultant, Deliberate*  
 Conducted and analyzed data on the efficacy of an app that prevents people from using their smart-phones in daily life.
- Lead Behavioral Scientist, Daymaker*  
 Conducting and analyzing data from large-scale field experiments assessing the efficacy of interventions on increasing aid provision and welfare associated with aid receipt.
- Behavioral Science Consultant, TripActions*  
 Conducting and analyzing data from large-scale field experiments assessing the efficacy of various incentives for reducing corporate travel costs.
- 2017                    *Incentives Research Foundation*  
 Conducting research on cash and non-cash incentives
- 2016                    *Advisor, CHIMP Charitable Giving Platform* (ongoing)  
 Conducting research on large-scale donor development
- Consultant, Green Streets Initiative, Boston MA*  
 Conducted research on benefits of workplace sustainability. Winner of the 2017 Boston “Green-o-vate Awards” for outstanding Boston sustainability leadership
- Analyst, SNP Strategies*  
 Conducted benchmarking interviews and developed funding strategies for a large Chicago non-profit. Created new data collection tools and analyzed large data sets for the client. Results were analyzed and written in a formal technical report
- 2015                    *Academic Affiliate, White House Social & Behavioral Sciences Team*  
 Working with the White House Social & Behavioral Sciences Team as an advisor on two projects designed to encourage employee well-being. Conducted literature review, designed studies, presented ideas at meetings in Washington, DC
- 2014                    *Advisory Board, The Life You Can Save*  
 Created messaging campaigns to encourage effective altruism. Conducted research to inform the design of these campaigns