

Professor Sunita Sah

Johnson Graduate School of Management, College of Business
Sage Hall, Ithaca, NY 14853
Email: sunita.sah@cornell.edu
Web: www.sunitasah.com

ACADEMIC POSITIONS

Cornell University, SC Johnson Graduate School of Management, College of Business

Director of Cornell University Academic Leadership Institute	2021–present
Associate Professor (with tenure), Management and Organizations	2019–present
Balen Sesquicentennial Faculty Fellow	2015–2020
Assistant Professor, Management and Organizations	2015–2019

University of Cambridge, Cambridge Judge Business School

Honorary Fellow	2021–present
KPMG Professor of Management Studies	2020–2021
Subject Group Head (Lent and Easter terms)	2021

Russell Sage Foundation

Visiting Scholar and Researcher	2019–2021
---------------------------------	-----------

Georgetown University, McDonough School of Business

Assistant Professor of Strategy, Economics, Ethics and Public Policy	2012–2015
--	-----------

Harvard University, Edmond J. Safra Ethics Center

Research Fellow	2011–2015
-----------------	-----------

Duke University, Fuqua School of Business

Post-doctoral Associate	2010–2012
-------------------------	-----------

EDUCATION

Ph.D.	Organizational Behavior, (M.S. and Ph.D. completed in 2 years) <i>Tepper Business School, Carnegie Mellon University</i> <i>Concentration: Behavioral Decision Making, Judgment and Decision Making</i> - Academy of Management Dissertation Award Finalist (2012), Social Issues in Management
M.S.	Organizational Behavior <i>Tepper Business School, Carnegie Mellon University</i>
M.B.A.	Executive MBA, Awarded with Distinction <i>London Business School, UK</i> - Class Representative (elected liaison between faculty and students) - Women’s Scholarship Prize for Leadership Potential
M.B.Ch.B. (Equivalent to U.S. M.D.)	Medicine and Surgery <i>University of Edinburgh, UK</i>
B.Sc. (Hons)	Psychology <i>University of Edinburgh, UK</i>

RESEARCH INTERESTS

- | | | |
|---------------------|----------------------------|-------------------------|
| • Behavioral Ethics | • Disclosure | • Conflicts of Interest |
| • Trust | • Power and Influence | • Compliance |
| • Advice | • Institutional Corruption | • Defiance |

Professor Sunita Sah

AWARDS AND HONORS

Scholarship Awards

- Honorary Fellow, University of Cambridge, 2021-present
- Wharton Center for Leadership and Change Management Diversity and Inclusion Initiative Award, 2021
- Elected Fellow, Society for Personality and Social Psychology, 2020
- Elected Fellow, Society of Experimental Social Psychology, 2020
- Russell Sage Foundation Visiting Researcher, 2020-2021
- Russell Sage Foundation Visiting Scholar, 2019-2020
- Institute of Social Sciences Fellowship, Cornell University, 2018-2019
- Half-Century Club Faculty Research Fellowship, Cornell University, 2017-2019
- Balen Sesquicentennial Faculty Fellowship, Cornell University, 2015–2020
- Greenwall Foundation (for research on real-world disclosures of conflicts of interest), Co-Principal Investigator with Chris Robertson and Susannah Rose, 2015
- Edmond J. Safra Center of Ethics Fellowship Award, Harvard University, 2011–2015
- Georgetown Center for Financial Markets and Policy Research Award, 2013, 2014
- Georgetown Institute for Consumer Research Award, 2013, 2014
- National Institute of Mental Health (for research on the impact of conflict of interest policies on physicians' prescribing behavior), 2010–2012
- Society of Personality and Social Psychology: Judgment and Decision-Making Pre-Conference, Awarded Two Travel Awards, 2010
- Carnegie Mellon Graduate Student Association Funding Award, 2010
- National Science Foundation Grant awarded by Society for Medical Decision Making, 2009
- fMRI Training Course Scholarship Award, University of Michigan, 2009
- Decision Neuroscience Workshop Scholarship Award, Ross Business School, 2009
- Carnegie Mellon Graduate Student Association Funding Award, 2008
- William Larimer Mellon Fellowship Award, Carnegie Mellon University, 2008–2010
- MBA funding, IMS Health, London, 2003–2005
- Women's Scholarship Prize for Leadership Potential, London Business School, 2003
- Medical Research Council Scholarship (UK), Psychology BSc (Hons), full tuition plus grant, 1994

Paper Awards

- Showcase Symposium, Academy of Management Conference, 2019
- Best Paper Proceedings, Academy of Management Conference, 2011, 2017, 2018
- Social Science Research Network Top Ten Paper Download List, 2013, 2014, 2015, 2016, 2018, 2019
- Finalist, Best Paper Award in the Fields of Experimental Economics, Behavioural Economics and Decision Theory, Exeter Prize, 2014
- Winner, Best Paper Award, International Academy of Management and Business, 2013
- Dissertation Award Finalist, Academy of Management, Social Issues in Management, 2012
- Winner, Best Paper Award, Managerial and Organizational Cognition, Academy of Management, 2011
- Winner, Society for Judgment and Decision Making Poster Presentation Award, 2010
- Winner, Best Paper Award, Society for Business Ethics, 2010
- IACM-DRRC (International Association of Conflict Management and Dispute Resolution Research Center, Kellogg School of Management) Scholar Award, 2010
- Society for Personality and Social Psychology, Poster Presentation Award and Honorable Mention (2nd place), 2010
- Winner, Best Paper Award in Organizational Behaviour, Trans-Atlantic Doctoral Conference, London Business School, 2009

Professor Sunita Sah

JOURNAL PUBLICATIONS

1. **Sah, S.** (*forthcoming*). [The professionalism paradox: A sense of professionalism can increase vulnerability to conflicts of interest.](#) *Academy of Management Perspectives*.
2. Lewandowsky, S., Armaos, K., Bruns, H., Schmid, P., Holford, D., Hahn, U., Al-Rawi, A., **Sah, S.**, & Cook, J. (*forthcoming*). When science becomes embroiled in conflict: Recognizing the public's need for debate while combating conspiracies and misinformation. *The ANNALS of the American Academy of Political and Social Science*.
 - **Special Issue on Threats to Science**
3. Rose, S., **Sah, S.**, Dweik, R., Schmidt, C., Mercer, M., Mitchum, K., Karafa K., & Robertson, C. (2021). [Patient responses to physician disclosures of industry conflicts of interest: A randomized field experiment.](#) *Organizational Behavior and Human Decision Processes*, 166, 27-38.
 - **Co-PI with S. Rose and C. Robertson**
 - **Special Issue on Behavioral Field Evidence on Ethics and Misconduct**
4. Camilleri, A., & **Sah, S.** (2021). [An amplified status quo bias among physicians making medical decisions.](#) *Applied Cognitive Psychology*, 35(6), 1374-1386.
5. Habersaat, K.B., Betsch, C., Danchin, M., Sunstein, C., Bohm, R., Falk, A., Brewer, N.T., Omer, S.B., Scherzer, M., **Sah, S.**, et. al. (2020). [Ten considerations for effectively managing the COVID-19 transition.](#) *Nature Human Behaviour*, 4, 677-687.
6. **Sah, S.**, & Feiler, D. (2020). [Conflict of interest disclosure with high quality advice: The disclosure penalty and the altruistic signal.](#) *Psychology, Public Policy, and Law*, 26(1), 88-104.
7. **Sah, S.**, & Read, D. (2020). [Mind the \(information\) gap: Strategic non-disclosure by marketers and interventions to increase consumer deliberation.](#) *Journal of Experimental Psychology: Applied*, 26(3), 432-452.
 - **Academy of Management Best Paper Proceedings 2017**
 - [Missing Product Information Doesn't Both Consumers as Much as It Should.](#) **Harvard Business Review 2017**
 - **Top Ten Download List, 2018, 2019, and 2021, Social Science Research Network**
8. **Sah, S.** (2019). [Conflict of interest disclosure as a reminder of professional norms.](#) *Clients First! Organizational Behavior and Human Decision Processes*, 154, 62-79.
 - **Top Ten Download List 2019, Social Science Research Network**
9. Jatoi, I, & **Sah, S.** (2019). [Clinical practice guidelines and the overuse of healthcare services: Need for reform.](#) *Canadian Medical Association Journal*, 191(11), 297-298.
10. **Sah, S.**, Loewenstein, G., & Cain, D. (2019). [Insinuation anxiety: Concern that advice rejection will signal distrust after conflict of interest disclosures.](#) *Personality and Social Psychology Bulletin*, 45(7), 1099-1112.
 - **Best Paper Award: Organizational Behaviour, Trans-Atlantic Doctoral Conference, London Business School, 2009**
 - **Top Ten Download List 2012, Social Science Research Network**
11. **Sah, S.** (2019). [Understanding the \(perverse\) effects of disclosing conflicts of interest: A direct replication study.](#) *Journal of Economic Psychology*, 75, 102118
 - **Special Issue on Replications in Economic Psychology and Behavioral Economics**

Professor Sunita Sah

12. Sah, S., Malaviya, P., & Thompson, D. (2018). [Conflict of interest disclosure as an expertise cue: Differential effects of automatic and deliberative processing](#). *Organizational Behavior and Human Decision Processes*, 147, 127-146.
 - **Academy of Management Best Paper Proceedings 2018**
13. Bell, S., Sah, S., Albright, T., Gates, J., Denton, B., & Casadevall, A. (2018). [A call for more science in forensic science](#). *Proceedings of the National Academy of Sciences*, 115(18), 4541-4544.
14. Sah, S. (2017). [Policy solutions to conflicts of interest: The value of professional norms](#). *Behavioural Public Policy*, 1(2), 177-189.
15. Sah, S. (2017). [Forensic Science Must Be Scientific](#). *Scientific American*, 317(4), 12.
16. Hwong, A., Sah, S., Lehmann, L. (2017). [The effects of public disclosure of industry payments to physicians on patient trust: A randomized experiment](#). *Journal of General Internal Medicine*, 32(11), 1186-1192.
17. Larkin, I., Ang, D., Steinhart, J., Chao, M., Patterson, M., Sah, S., Wu, T., Schoenbaum, M., Hutchins, D., Brennan, T., & Loewenstein, G. (2017). [Association between academic medical center pharmaceutical detailing policies and physician prescribing behavior](#). *Journal of the American Medical Association*, 317(17), 1785-1795.
 - **Special issue on Conflicts of Interest in Medicine**
18. Sah, S., Fagerlin, A., & Ubel, P. (2016). [Effect of physician disclosure of specialty bias on patient trust and treatment choice](#). *Proceedings of the National Academy of Sciences*, 113(27), 7465-7469.
19. Wolf, E., Lee, J., Sah, S., & Brooks, A. (2016). [Managing perceptions of distress at work: Reframing emotion as passion](#). *Organizational Behavior and Human Decision Processes*, 137, 1-12.
 - **Lead article**
20. Sah, S., Tannenbaum, D., Cleary, H., Feldman, Y., Glaser, J., Lerman, A., MacCoun, R., Maguire, E., Slovic, P., Spellman, B., Spohn, C., & Winship, C. (2016). [Combating biased decision making and promoting justice and equal treatment](#). *Behavioral Science and Policy*, 2(2), 78-87.
21. Sah, S., & Loewenstein, G. (2015). [Conflicted advice and second opinions: Benefits, but unintended consequences](#). *Organizational Behavior and Human Decision Processes*, 130, 89-107.
22. Sah, S. (2015). [Investigations before examinations: This is how we practice medicine here](#). *JAMA Internal Medicine*, 175(3), 342-343.
 - **Editor's note: Testing before seeing the patient.**
23. Sah, S., Robertson, C., & Baughman, S. (2015). [Blinding prosecutors to defendants' race: A policy proposal to reduce unconscious bias in the criminal justice system](#). *Behavioral Science and Policy*, 1(2), 69-76.
 - **Top Ten Download List, 2015 and 2016, Social Science Research Network**
24. Gunia, B., Barnes C., & Sah, S. (2014). [The morality of larks and owls: Unethical behavior depends on chronotype as well as time-of-day](#). *Psychological Science*, 25(12), 2272-2274.
 - **TV and Radio coverage: BBC World (live television), BBC Radio 4, NPR, KABC Los Angeles/OC**
 - **Top Ten Download List 2014, Social Science Research Network**

Professor Sunita Sah

25. **Sah, S.**, & Loewenstein, G. (2014). [Nothing to declare: Mandatory and voluntary disclosure leads advisors to avoid conflicts of interest](#). *Psychological Science*, 25(2), 575-584.
 - **Best Paper Award: International Academy of Management and Business, 2013**
26. **Sah, S.**, Loewenstein, G., & Cain, D. (2013). [The burden of disclosure: Increased compliance with distrusted advice](#). *Journal of Personality and Social Psychology*, 104(2), 289-304.
 - **Finalist, Best Paper in the Fields of Experimental Economics, Behavioural Economics and Decision Theory, Exeter Prize, 2014**
 - **Best Paper of Annual Conference: Society of Business Ethics, 2010**
27. **Sah, S.**, Moore, D., & MacCoun, R. (2013). [Cheap talk and credibility: The consequences of confidence and accuracy on advisor credibility and persuasiveness](#). *Organizational Behavior and Human Decision Processes*, 121(2), 246-255.
 - **Best Paper Award: Managerial and Organizational Cognition, Academy of Management, 2011**
 - **Poster Presentation Award, Honorable Mention, 2nd place: Society for Personality and Social Psychology, 2010**
28. **Sah, S.**, & Fugh-Berman, A. (2013). [Physicians under the influence: Social psychology and industry marketing strategies](#). *Journal of Law, Medicine and Ethics*, 41(3), 665-672.
 - Translated into Spanish and reprinted in: *Gaceta de Psiquiatría Universitaria* (2013), 9(4), 427-435
 - **Special issue on Institutional Corruption and the Pharmaceutical Industry**
 - **Top Ten Download List, 2014 and 2015, Social Science Research Network**
29. **Sah, S.**, Elias, P., & Ariely, D. (2013). [Investigation momentum: The relentless pursuit to resolve uncertainty](#). *JAMA Internal Medicine*, 173(10), 932-933.
30. **Sah, S.** (2013). [Essays on conflicts of interest in medicine](#). *Business and Society*, 52(4), 666-678.
 - **Finalist, Academy of Management, Social Issues in Management, Dissertation Award 2012**
31. **Sah, S.** (2012). [Conflicts of interest and your physician: Psychological processes that cause unexpected changes in behavior](#). *Journal of Law, Medicine and Ethics*, 40(3), 482-487.
 - **Special issue on Conflicts of Interest in Medicine**
32. **Sah, S.**, & Loewenstein, G. (2012). [More affected = more neglected: Amplification of bias in advice to the unidentified and many](#). *Social Psychological and Personality Science*, 3(3), 365-372.
 - **Best Poster Presentation, 1st Place: Society for Judgment and Decision Making, 2010**
33. Loewenstein, G., **Sah, S.**, & Cain, D. (2012). [The unintended consequences of conflict of interest disclosure](#). *Journal of the American Medical Association*, 307(7), 669-670.
34. Loewenstein, G., Cain, D., & **Sah, S.** (2011). [The limits of transparency: Pitfalls and potential of disclosing conflicts of interest](#). *American Economic Review*, 101(3), 423-428.
35. **Sah, S.**, & Loewenstein, G. (2010). [Effect of reminders of personal sacrifice and suggested rationalizations on residents' self-reported willingness to accept gifts: A randomized trial](#). *Journal of the American Medical Association*, 304(11), 1204-1211.
 - Reprinted in P. Nichols & D. Robertson, (2017). *Thinking About Bribery: Neuroscience, Moral Cognition and the Psychology of Bribery*, Cambridge University Press

Professor Sunita Sah

BOOK CHAPTERS, HANDBOOKS AND REPORTS

36. Lewandowsky, S., Armaos, K., Bruns, H., Schmid, P., Holford, D.L., Hahn, U., Al-Rawi, A.K, **Sah, S.**, Cook, J., Juanchich, M., & Ladyman, J. (*forthcoming*). COVID-19: Conspiracies and Collateral Damage vs. Constructive Critique. in J. Musolino, P. Hemmer, & J. Sommer, (ed.), *The Science of Beliefs: A Multi-Disciplinary Approach*, Cambridge University Press.
37. Lewandowsky, S., Cook, J., Schmid, P., Holford, D.L., Finn, A., Lombardi, D., Al-Rawi, A.K., Thomson, A., Leask, J., Juanchich, M., Anderson, E.C., **Sah, S.**, et al. (2021). The COVID-19 Vaccine Communication Handbook. A practical guide for improving vaccine communication and fighting misinformation. Available at: <https://sks.to/c19vax>
 - Translated into [French](#), [Spanish](#), [Italian](#), [Swedish](#), [German](#), [Croatian](#), [Portuguese](#), [Thai](#), [Serbian](#), [Greek](#), and [Japanese](#)
38. Armaos, K., Tapper, K., Ecker, U., Juanchich, M., Bruns, H., Gavaruzzi, T., **Sah, S.**, Al-Rawi, A., Lewandowsky, S. (2020). Tips on countering conspiracy theories and disinformation. Available at <http://sks.to/countertips>
39. **Sah, S.** (2019). Expert Report of Sunita Sah regarding Biases in, and Reliability of, the Forensic Analysis Conducted in the Kevin Keith Case. Submitted to *the Office of the Ohio Public Defender*.
40. **Sah, S.** (2018). [Conflicts of interest and disclosure](#). Submitted to *The Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry*.
41. **Sah, S.**, & Loewenstein, G. (2017). Effect of reminders of personal sacrifice and suggested rationalizations on residents' self-reported willingness to accept gifts. In P. Nichols & D. Robertson, (ed.), *Thinking About Bribery: Neuroscience, Moral Cognition and the Psychology of Bribery*, Cambridge University Press.
42. **Sah, S.**, Cain, D., & Loewenstein, G. (2013). Confessing One's Sins but Still Committing Them: Transparency and the Failure of Disclosure. In. A. J. Oliver (ed.), *Essays in Behavioural Public Policy*. Cambridge University Press.
43. Barry, M., Chan, E., Moulton, B., **Sah, S.**, Simmons, M., & Braddock, C. (2013). [Disclosing conflicts of interest in patient decision aids](#). *BMC Medical Informatics and Decision Making* (Special Issue), 13(S2), S3.
 - An earlier version was also published in: Barry, M., Braddock, C., Chan, E., Moulton, B., **Sah, S.**, & Simmons, M. (2012). [Disclosing Conflicts of Interest](#). In Volk R, Llewellyn-Thomas H (Eds.). *Update of the International Decision Aids Standards (IPDAS) Collaboration's Background Document. Chapter G*.
44. **Sah, S.**, (2011). Expert Report of Sunita Sah Regarding Gifts and other Compensation given to Health Care Professionals by Johnson and Johnson and Scios Inc. Submitted to *US Department of Justice*.

BUSINESS AND POPULAR ARTICLES

45. **Sah, S.** (2021, October 26). [What to Do About "Back to the Office" Jitters](#). *Harvard Business Review*.
46. **Sah, S.** (2021, June 3). [Pressure to return to the office could be making employees more anxious](#). *The Conversation*.
 - Reprinted in *Fast Company* as [Research reveals the return to work is causing a specific type of anxiety](#). (2021, June 10)

Professor Sunita Sah

- Reprinted in *World Economic Forum* as [Mental health: Pressure to return to the office could be making employees more anxious](#). (2021, June 9)
47. **Forbes Contributor**
- **Sah, S.** (2021, February 24). [Why Working From Home Might Promote More Ethical Decisions](#).
 - **Sah, S.** (2021, January 28). [It's Not Just the Anti-Vaxxers: Why Are So Many People Wary of COVID-19 Vaccines?](#)
 - **Sah, S.** (2021, January 22). [The Biden Administration Must Put The Science Back Into Forensic Science](#).
 - **Sah, S.** (2021, January 13). [Storming of the U.S. Capitol: How Blind Loyalty Fuels The Unthinkable](#).
 - **Sah, S.** (2021, January 7). [COVID-19 Conspiracies: How Can we Deal With Misinformation?](#)
 - **Sah, S.** (2021, January 1). [Make Space for Reflection and Self-Connection in 2021](#).
48. **Sah, S.** (2020, December 3). [Conflicts of Interest and COVID](#). *Scientific American*
○ Reprinted in [Bennett Institute for Public Policy Blog](#), University of Cambridge
49. **Sah, S.** (2019, November 13). [House impeachment inquiry may help restore the political and social norms that Trump flouts](#). *The Conversation*.
50. **Sah, S.** (2019, October 22). [Why Humans Find it so Hard to Resist Taking Bad Advice](#). *The Los Angeles Times*.
51. **Sah, S.** (2016, July 8). [The Paradox of Disclosure](#). *The New York Times*.
52. **Sah, S., & Read, D.** (2017, September 28). [Missing Product Information Doesn't Bother Consumers as Much as It Should](#). *Harvard Business Review*.
53. Barnes, C., Gunia, B., & **Sah, S.** (2014, June 23). [Morning People Are Less Ethical at Night and Evening People are Less Ethical in the Morning](#). *Harvard Business Review*.
54. **Sah, S., Casadevall, A., Bell, S., Gates, J., Albright, T., & Denton, B.** (2017, May 8). [We Must Strengthen the "Science" in Forensic Science](#). *Scientific American*
55. Baughman, S., Robertson, C., & **Sah, S.** (2016, October 14). [For Fairer Courts, Address Prosecutor Bias](#). *New Republic*.
○ Reprinted in *PBS News Hour* as [Training police is not enough to eliminate racial bias](#)
56. **Sah, S.** (2015, July 29). [The Problem with Investigation before Examination](#). *Psychology Today*.
57. **Sah, S.** (2013, April 28). [What can radiology do to curb investigation momentum?](#) *Health Imaging*.
58. **Sah, S.** (2012, October 1). [The burden of disclosure: What you do know can hurt you](#). *Harvard Ethics Lab Blog*.

INVITED PRESENTATIONS & SELECTED REFEREED CONFERENCES

2022

Invited Presentations (scheduled)

- Perspectives on Ethical Leadership Forum
- Cambridge University, Murray Edwards College – Panel on COVID-19 Vaccine Misinformation

Professor Sunita Sah

Refereed Conferences

- International Society for Research on Emotion

2021

Invited Presentations (all virtual)

- Executive MSc Programme Graduation and Alumni Event, London School of Economics and Political Science (Keynote)
- National Academies of Sciences Workshop on Improving Consent
- Hayek Seminar on Behavioural Public Policy, LSE (Keynote)
- Behavioral Economics and COVID-19 Conference, London School of Economics and Johns Hopkins University (Panel Lead)
- Rutgers Business School, Management and Global Business Department
- Behavioral Ethics and Corporate Governance International Conference, Institute of Advanced Studies, Hebrew University of Jerusalem
- Institute for Advanced Studies, Bar-Ilan University

2020

Invited Presentations

- Australian Securities and Investments Commission (ASIC) Annual Forum (Keynote) – cancelled due to COVID-19
- Behavioural Experiments in Health Network (BEH-net) (Keynote)
- Toronto Academic Health Science Network
- Cambridge Judge Business School, Cambridge University
- Russell Sage Foundation

Refereed Conferences (all virtual)

- Academy of Management
- Society of Judgment and Decision-Making (M.C. of health decision-making track)

2019

Invited Presentations

- Association of American Medical Colleges (AAMC) Forum on Conflicts of Interest (Plenary Session)
- Memorial Sloan Kettering Cancer Center

Refereed Conferences

- Academy of Management
- Society for Research in Child Development
- Society for Philosophy and Psychology
- Global Conference on Transparency Research

2018

Invited Presentations

- University of Chicago Booth School of Business
- Wharton School of Management, University of Pennsylvania
- Harvard Kennedy School
- Rady School of Business, University of California, San Diego
- Bureau of Consumer Financial Protection
- University of Pennsylvania Law School, Robo Advice at the Regulatory Crossroads
- University of Rutgers Law School, Rutgers Institute on Corporate Compliance

Professor Sunita Sah

- Department of the Prime Minister and Cabinet in Australia, Canberra
- Behavioural Insights Unit, Sydney
- Research Camp co-hosted by University of Sydney, University of Technology Sydney and University of New South Wales
- Research Camp, Management and Organizations, SC Johnson College of Business, Cornell University

Refereed Conferences

- Academy of Management
- Society of Personality and Social Psychology
- Society of Judgment and Decision Making

2017

Invited Presentations

- Securities and Exchange Commission, Investor Advisory Committee Meeting
- Harvard University Institutional Corruption Panel, Edmond J. Safra Center for Ethics

Refereed Conferences

- Academy of Management
- American Law and Economics Association, Yale Law School
- Academy Health
- Society of Personality and Social Psychology
- Academy of Consumer Research
- Conference on Empirical Legal Studies
- Cognitive Development Society

2016

Invited Presentations

- Yale School of Management
- Cornell University, Social Psychology
- Cornell University, Behavioral Economics and Decision Research Seminar Series
- Cornell University, Institute for Health Economics, Health Behaviors and Disparities
- Cornell University, School of Industrial and Labor Relations.

Refereed Conferences

- Academy of Management
- Society for Business Ethics
- Behavioral Decision Research in Management
- Advances with Field Experiments
- Southern Economic Association
- 10th Triennial Invitational Choice Symposium, Symposium Chair
- Behavioral Science & Policy.

2015

Invited Presentations

- Tuck School of Business, Dartmouth College
- Cornell University, School of Industrial and Labor Relations
- Harvard University, Ethics Center
- Johnson School of Management, Cornell University

Professor Sunita Sah

Refereed Conferences

- Academy of Management
- Society of Business Ethics
- Academy of Consumer Research
- International Association for Conflict Management
- Behavioral Science & Policy.

2014

Invited Presentations

- UCLA Anderson School of Management
- University of Chicago Law School
- McDonough School of Business, Georgetown University
- Rotman School of Management. FAIR Canada/Capital Markets Institute
- University of Virginia Law School. Does Disclosure have a Future?
- Georgetown University, Institute for Consumer Research
- Georgetown University, McDonough School of Business
- Association of American Medical Colleges (AAMC). Forum on Conflicts of Interest

Refereed Conferences

- Academy of Management
- Society of Business Ethics, Symposium Chair
- Behavioral Decision Research in Management
- Advances in Decision Analysis
- Society of Personality and Social Psychology
- Society of Judgment and Decision Making

2013

Invited Presentations

- University of Pennsylvania, Behavioral Ethics Lab
- University of Pennsylvania, Center for Health Incentives and Behavioral Economics, Penn Medicine
- Wharton, University of Pennsylvania. Decision Making and Bribery Workshop.
- Harvard University. Blinding as a Solution to Institution Corruption: Bias in Biomedical Science
- Harvard University. Companies' Global Health "Footprint": Could Ratings Help?
- Columbia University. Beyond Nudges: Topics in Choice Architecture
- Georgetown University, McDonough School of Business
- The Pew Charitable Trusts. Workshop on Potential Conflicts of Interest in "Generally Recognized as Safe" Food Additive Decisions
- International Forum for Investor Education (IFIE), International Organization of Securities Commissions (IOSCO) Global Investor Education Conference. Education, Regulation and Behavioural Economics: Promise and Pitfalls
- PharmedOUT, Georgetown Medical School. Medical Behavior in a Commercial World: Who is Responsible?
- RAND Behavioral Finance Forum

Refereed Conferences

- Academy of Management
- Society of Business Ethics, Symposium Chair
- International Academy of Management and Business
- Conference on Empirical Legal Studies, University of Pennsylvania Law School

Professor Sunita Sah

- SPUDM24, IESE Business School
- 25th Association for Psychological Science Annual Convention, Symposium Chair
- Society of Judgment and Decision Making

2012

Invited Presentations

- Fuqua School of Business, Duke University, Health Sector Advisory Council
- Harvard Medical School, Division of Pharmacoepidemiology and Pharmacoeconomics
- Georgetown University, McDonough School of Business
- Academy of Management, Dissertation Award Presentation
- RAND Behavioral Finance Forum

Refereed Conferences

- Academy of Management
- Society of Judgment and Decision-Making

2011

Invited Presentations

- INSEAD, Social Innovation Centre and Marketing Department
- London School of Economics and Political Science, Organizational Behaviour Group
- University College London, Management Science and Innovation
- Universitat Pompeu Fabra, Department of Economics and Business
- Harvard University, Center for Ethics. Symposium on The Scientific Basis of Implicit Cognition and Conflict of Interest
- American Society of Law, Medicine, and Ethics. Overcoming Barriers to Reform: Conflicts of Interest in the Practice of Medicine

Refereed Conferences

- Academy of Management
- Conference on Empirical Legal Studies, Northwestern Law School
- Society of Judgment and Decision-Making, Symposium Chair

2010

Invited Presentations

- London School of Economics, Choice Group
- King's College London, Medical Decision Making Research Group
- American Orthopedic Association. Symposium on Medical Marketing

Refereed Conferences

- Academy of Management
- Society of Business Ethics
- Conference on Empirical Legal Studies, Yale Law School
- International Association of Conflict Management
- Behavioral Decision Research in Management Conference
- Princeton Graduate Student Conference on Psychology and Policymaking
- Judgment and Decision-Making Pre-Conference of the Society of Personality and Social Psychology
- Society of Personality and Social Psychology
- Society of Judgment & Decision Making

Professor Sunita Sah

2009

Invited Presentation

- Society for Medical Decision Making

Refereed Conferences

- Society for Judgment and Decision Making
- Ninth Annual Trans-Atlantic Doctoral Conference, London Business School

TEACHING

Johnson Graduate School of Management, Cornell University

- **Dean's Honor Roll for mean teaching evaluations > 4.5 / 5.0** for all courses taught:
 - **Managing and Leading Organizations** (Core MBA Course, Johnson-Weill dual degree Executive MBA/MS in Healthcare Leadership)
 - **Critical and Strategic Thinking** (Core MBA Course)
 - **Negotiations** (MBA and EMBA Elective)

College of Human Ecology, Policy Analysis and Management, Cornell University

- **Negotiations** (Executives, Masters in Health Administration Sloan Program)

Cambridge Judge Business School, University of Cambridge

- **Negotiations** (Executives and Masters of Accounting Course)

Tuck School of Business, Dartmouth College

- **Negotiations** (Executives, Master of Health Care Delivery Science Program)

McDonough School of Business, Georgetown University

- **Social Responsibility of Business/Business Ethics** (Core Senior Capstone Course)

Executive Education / Industry Courses (selected programs)

- *To:* CEOs, Finance Directors, Vice Presidents, General Managers, Sales and Marketing Heads, National Managers, Directors, Corporate Affairs, Physicians, Health Care Professionals, and Medical Directors.
- *Selected Topics:* Negotiations; Principles of Influence; Managerial Decision-Making

SELECTED MEDIA COVERAGE

- [Professional Planner](#) (February 9, 2022) – Vertical integration needs a nuanced review
- [Financial Times](#) (January 30, 2022) – The paradox that leads professionals into temptation
- [The New York Times](#) (March 27, 2021) – Start retraining for social interactions
- [Financial Times](#) (February 22, 2021) – Business school briefing
- [Scientific American](#) (December 3, 2020) – Conflicts of Interest and COVID
- [Washington Post \(The Lily\)](#) (September 26, 2020) – Your guide to making big decisions right now
- [The Boston Globe](#) (August 4, 2020) – Brigham president had sold more Moderna stock before she resigned from the biotech's board
- [Financial Review](#) (October 18, 2019) – What ASIC's 'sludge busting' shift means
- [Financial Review](#) (October 14, 2019) – ASIC takes aim at financial 'sludge'
- [The Sydney Morning Herald](#) (October 5, 2019) – Governments are learning a simple and cheap nudge can yield big dividends
- [Australian Securities and Investments Commission](#) (July 30, 2019) – Doing the right thing
- [Financial Review](#) (July 19, 2019) – The many doubts of Michael Hodge, QC

Professor Sunita Sah

- **Cornell Chronicle** (March 21, 2019) – Sah: Medical guidelines may be biased, overly aggressive
- **KPMG** (November 28, 2018) – Research paper commissioned by Financial Services Royal Commission
- **Australian Financial Review** (November 9, 2018) – Banks must curb conflicts of interest: banking royal commission paper
- **Australian Broker** (November 8, 2018) – Royal Commission paper assesses bias
- **The Chronicle of Higher Education** (October 7, 2018) – How Academic Corruption Works
- **Bloomberg** (October 4, 2018) – Doctors Like to Think Big Pharma Doesn't Sway Them. It Does
- **Financial Planning** (December 11, 2017) – Would ratings system for advisors prompt better behavior? It helped food industry
- **Harvard Business Review** (September 28, 2017) – Missing Product Information Doesn't Bother Consumers as Much as It Should
- **Scientific American** (October 1, 2017) – Let's Keep the Science in Forensic Science (article in print magazine)
- **Scientific American** (May 8, 2017) – We Must Strengthen the "Science" in Forensic Science (blog post)
- **New Republic** (October 14, 2016) – For Fairer Courts, Address Prosecutor Bias
- **The New York Times** (July 8, 2016) - The Paradox of Disclosure
- **Department of Justice** (August 6, 2015) - Department of Justice and The National Institute of Standards and Technology Name Six Experts as New Members of National Commission on Forensic Science
- **The New Yorker** (February 25, 2015) – No, mornings don't make you moral
- **Forbes** (November 17, 2014) – What you should know before seeking a second opinion
- **The Star, Toronto** (October 28, 2014) – Disclosure may not work in investing
- **Nature** (October 3, 2014) – Disclosing Conflicts of Interest has Unintended Effects
- **NPR** (September 9, 2014) – Morning person, or night owl? It matters
- **The Atlantic** (July 23, 2014) - Morning People Are More Likely to Lie to Their Bosses in the Afternoon
- **The Washington Post** (July 22, 2014) - The 9-to-5 workday is practically an invitation to ethical lapses
- **BBC News** (July 17, 2014) - Early risers 'less moral at night'
- **The Telegraph** (July 17, 2014) - Early risers more likely to cheat and behave dishonestly at night, US study finds
- **Metro** (July 17, 2014) - Early birds more likely to behave badly at night, says study
- **Huffington Post** (October 25, 2013) - No Conflict: Transparency and Morals
- **Forbes** (May 22, 2013) - The Dark Side of Confidence
- **Psychology Today** (May 12, 2013) - How Uncertainty Overpowers Evidence in Matters of Health
- **Forbes** (April 14, 2013) - Study: Many Invasive Medical Procedures are the Result of Uncertainty, Not Evidence
- **Huffington Post** (March 28, 2013) - You Follow Advice Despite Conflicts of Interest
- **British Psychological Society Occupational Digest** (March 6, 2013) - How disclosing conflicts of interest can pass the burden to the customer
- **Georgetown Magazine** (Winter 2013) - The Business of Medicine
- **Financial Times** (May 11, 2012) - Something for the weekend
- **Forbes** (May 9, 2012) - If You Want Honest Investment Advice, Only Get It One-on-One
- **The Atlantic** (May 23, 2011) - Disclosure: Transparency May Be Hazardous to Your Health
- **The Boston Globe** (May 15, 2011) - Deeply Conflicted
- **NPR** (Sept 15, 2010) - Why Do Doctors Take Drugmakers' Gifts?
- **The Wall Street Journal** (Sept 15, 2010) - Study: Medical Residents' Attitudes Towards Gifts Easily Swayed

Professor Sunita Sah

PROFESSIONAL SERVICE

Board Member

<i>Behavioural Public Policy Journal, Editorial Board</i>	2021–present
<i>International Behavioural Public Policy Association, Officer; Advisory Board</i>	2020–present
<i>Behavioural Economics in Health Network, Scientific Advisory Board</i>	2020–present
<i>Organizational Behavior and Human Decision Processes, Editorial Board</i>	2013–2020
<i>Human Factors Committee, National Institute of Science and Technology</i>	2014–2016
<i>Forensic Science Standards Board, U.S. Department of Commerce</i>	2014–2016

National Academies of Sciences, Engineering and Medicine

<i>Planning Committee, National Academies Workshop on Improving Consent</i>	2021–present
---	--------------

The Productivity Institute

<i>Steering and Impact Committee</i>	2021–present
--------------------------------------	--------------

National Commission on Forensic Science, U.S. Department of Justice

<i>Commissioner</i>	2015–2017
<i>Human Factors Subcommittee</i>	2015–2017

Expert Witness

<i>Office of the Ohio Public Defender</i>	2019
<i>U.S. Department of Justice</i>	2011–2012

Ad-hoc reviewer

Organization Science
Management Science
Organizational Behavior and Human Decision Processes
Journal of Personality and Social Psychology
Journal of Experimental Social Psychology
Journal of Experimental Psychology: General
Psychological Bulletin
Current Directions in Psychological Science
Behavioral Science and Policy
Behavioural Public Policy
Science
Science Advances
Journal of Business Ethics
The New England Journal of Medicine
The Journal of the American Medical Association
JAMA Internal Medicine
Medical Decision Making
Social Cognition
Journal of Legal Studies
Journal of Empirical Legal Studies
Oxford University Press
Cambridge University Press
Columbia University Press
MIT University Press
National Science Foundation
Israel Science Foundation

Professor Sunita Sah

Society for Judgment and Decision Making

M.C. for health decision-making track	2020
Senior Scholar in Underrepresented scholars in SJDM Roundtable	2020
Women in SJDM Annual Event	2015–2018
Beattie Award Committee	2014–2017
Judge for Student Posters	2012–2016

Dissertation Committee Member

Igor Estraykh, Graziadio Business School, Pepperdine University	<i>Expected July 2022</i>
David Butler, Warwick Business School (External Examiner)	<i>September 2018</i>
Christina Rader, Fuqua School of Business, Duke University	<i>May 2015</i>

Cornell University

Director of Cornell University's Academic Leadership Institute	2021–present
Alumni Giving and Fundraising Proposals	2021–present
Johnson School, Management & Organizations, RTE Committee, Chair	2021–2022
Johnson School, Management & Organizations, RTE Committee, Member (x3)	2021–2022
College of Business, Behavioral Simulation Laboratory Committee	2015–2020
College of Business, Academic Standards Committee	2019
College of Business, Management & Organizations:	2018–2019
Co-organizer and Presenter, Inaugural Micro-OB Research Event	
Management & Organizations with ILR School, Seminar Series Coordinator	2017–2019
Hotel School, Management & Organizations, Faculty Recruitment Committee	2017–2018
Johnson, Management & Organizations, Faculty Recruitment Committee	2015–2016
Johnson, Management & Organizations Ph.D. Program Coordinator (18 months)	2016–2017
Johnson, Management & Organizations, PhD admissions committee	2015–2016
Johnson, Management & Organizations Rep, PhD Open House Faculty Panel	2015

University of Cambridge, Cambridge Judge Business School

Organizational Behaviour Subject Group Head (Lent and Easter terms)	2021
Director Search Interview Committee	2020–2021

McDonough School of Business, Georgetown University

Ethics Area Faculty Recruitment Committee	2014–2015
Ethics Speaker Series	2012–2015
PharmedOut Steering Committee	2012–2015
MBA Academic Integrity Board	2012–2013

Professor Sunita Sah

PROFESSIONAL POSITIONS

National Academies of Sciences, Engineering and Medicine Planning Committee, Workshop on Improving Consent	2021–present
The Productivity Institute Steering and Impact Committee	2021–present
MyLÚA Health Advisory Board Member	2021–present
International Behavioural Public Policy Association Officer; Advisory Board	2020–present
Behavioural Economics in Health Network Scientific Advisory Board	2020–present
Office of the Ohio Public Defender, Death Penalty Department Expert Witness; biases and reliability of forensic science	2019
Australian Royal Commission into Misconduct in the Banking, Superannation and Financial Services Industry Expert Research Report; conflicts of Interest and disclosure	2018
National Commission on Forensic Science, United States Department of Justice Commissioner and Human Factors Subcommittee Member	2015–2017
National Institute of Standards and Technology (NIST) and United States Department of Commerce Human Factors Committee, Forensic Science Standards Boards	2014–2016
United States Department of Justice Expert Witness; national healthcare fraud case on industry gifts given to physicians	2011–2012
Organisational Dynamics Ltd. CEO, Managing Director and Founder; consultancy in managerial decision making	2006–2010
IMS Health Consulting European Marketing Director and Senior Consultant	2002–2006
NHS Trust UK Medical Doctor; Registration & Licensure: UK General Medical Council	1997–2011

OTHER ACHIEVEMENTS

- Chaired Symposia / Workshop:
 - Invitational Choice Symposium, May 2016, Lake Louise, AB, Canada
 - Society of Business Ethics, August 2014, Philadelphia, PA
 - Society of Business Ethics, August 2013, Orlando, FL
 - 25th Association for Psychological Science Annual Convention, May 2013, Washington DC
 - Society of Judgment and Decision-Making, November 2011, Seattle, WA
 - Academy of Management OMT/MOC Doctoral Symposium, August 2011
 - Negotiation and Decision-Making Course, Harvard Business School, January 2010
 - Decision Neuroscience Workshop, Ross Business School, August 2009
 - Flute (Grade 8 with Merit from Royal Schools of Music, UK)
 - PADI Open Water Diver
-