

# Professor Sunita Sah

Johnson Graduate School of Management, College of Business  
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## ACADEMIC POSITIONS

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

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

### **Cambridge University, 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
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### **Georgetown University, McDonough School of Business**

Assistant Professor of Strategy, Economics, Ethics and Public Policy	2012–2015
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### **Harvard University, Edmond J. Safra Ethics Center**

Research Fellow	2011–2015
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### **Duke University, Fuqua School of Business**

Post-doctoral Associate	2010–2012
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## EDUCATION

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

## RESEARCH INTERESTS

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

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## AWARDS AND HONORS

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### Scholarship Awards

- Honorary Fellow, University of Cambridge, 2021-present
- Wharton Center for Leadership and Change Management Diversity and Inclusion Initiative, Research Funding, 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 (2<sup>nd</sup> place), 2010
- Winner, Best Paper Award in Organizational Behaviour, Trans-Atlantic Doctoral Conference, London Business School, 2009

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## JOURNAL PUBLICATIONS

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1. Rose, S., **Sah, S.**, Dweik, R., Schmidt, C., Mercer, M., Mitchum, K., Karafa K., & Robertson, C. (*forthcoming*). [Patient responses to physician disclosures of industry conflicts of interest: A randomized field experiment](#). *Organizational Behavior and Human Decision Processes*.
  - **Co-PI with S. Rose and C. Robertson**
  - **Special Issue on Behavioral Field Evidence on Ethics and Misconduct**
2. 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.
3. **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.
4. **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.
  - [Disclosure and the dog that didn't bark: Consumers are too forgiving of missing information](#). **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**
5. **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**
6. 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.
7. **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**
8. **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**
9. **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**
10. 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.
11. **Sah, S.** (2017). [Policy solutions to conflicts of interest: The value of professional norms](#). *Behavioural Public Policy*, 1(2), 177-189.

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12. **Sah, S.** (2017). [Forensic Science Must Be Scientific](#). *Scientific American*, 317(4), 12.
13. 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.
14. 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**
15. **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.
16. 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**
17. **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.
18. **Sah, S.**, & Loewenstein, G. (2015). [Conflicted advice and second opinions: Benefits, but unintended consequences](#). *Organizational Behavior and Human Decision Processes*, 130, 89-107.
19. **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.**
20. **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**
21. 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**
22. **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**
23. **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**

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24. **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, 2<sup>nd</sup> place: Society for Personality and Social Psychology, 2010**
25. **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**
26. **Sah, S.**, Elias, P., & Ariely, D. (2013). [Investigation momentum: The relentless pursuit to resolve uncertainty](#). *JAMA Internal Medicine*, 173(10), 932-933.
27. **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**
28. **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**
29. **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, 1<sup>st</sup> Place: Society for Judgment and Decision Making, 2010**
30. 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.
31. 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.
32. **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

## BOOK CHAPTERS, HANDBOOKS AND REPORTS

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33. 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](#), [Serbian](#), [Greek](#), and [Japanese](#)

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34. 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>
35. **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*.
36. **Sah, S.** (2018). [Conflicts of interest and disclosure](#). Submitted to *The Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry*.
37. **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.
38. **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.
39. 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*.
40. **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

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41. **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)
  - Reprinted in *World Economic Forum* as [Mental health: Pressure to return to the office could be making employees more anxious](#). (2021, June 9)
42. **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](#).
43. **Sah, S.** (2020, December 3). [Conflicts of Interest and COVID](#). *Scientific American*
  - Reprinted in [Bennett Institute for Public Policy Blog](#), University of Cambridge

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44. **Sah, S.** (2019, November 13). [House impeachment inquiry may help restore the political and social norms that Trump flouts.](#) *The Conversation*.
45. **Sah, S.** (2019, October 22). [Why Humans Find it so Hard to Resist Taking Bad Advice.](#) *The Los Angeles Times*.
46. **Sah, S.** (2016, July 8). [The Paradox of Disclosure.](#) *The New York Times*.
47. **Sah, S.,** & Read, D. (2017, September 28). [Missing Product Information Doesn't Bother Consumers as Much as It Should.](#) *Harvard Business Review*.
48. 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*.
49. **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*
50. 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](#)
51. **Sah, S.** (2015, July 29). [The Problem with Investigation before Examination.](#) *Psychology Today*.
52. **Sah, S.** (2013, April 28). [What can radiology do to curb investigation momentum?](#) *Health Imaging*.
53. **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

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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, London School of Economics and Political Science (Keynote)
- Behavioral Economics and COVID-19 Conference, London School of Economics and Johns Hopkins University (Panel Lead)
- Behavioral Ethics and Corporate Governance International Conference, Institute of Advanced Studies
- 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

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## *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
- 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



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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

## *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

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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
- SPUDM24, IESE Business School
- 25<sup>th</sup> 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

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## *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

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

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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)

Cambridge Judge Business School, University of Cambridge

- **Negotiations** (Executives)

McDonough School of Business, Georgetown University

- **Social Responsibility of Business/Business Ethics** (Core Senior Capstone Course: Spring 2013-2015)

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

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## SELECTED MEDIA COVERAGE

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- **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
- **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

# Professor Sunita Sah

- [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

## PROFESSIONAL SERVICE

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### 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>	2021–2022
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### 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

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Columbia University Press  
MIT University Press  
National Science Foundation  
Israel Science Foundation

## **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>

## **Society for Judgment and Decision Making**

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

## **Cornell University**

Director of Academic Leadership, University Level	<i>2021–present</i>
Behavioral Simulation Laboratory Committee, College of Business	<i>2015–2020</i>
Academic Standards Committee, College of Business	<i>2019</i>
Management & Organizations, Seminar Series Coordinator	<i>2017–2019</i>
Management & Organizations, Hotel School, Faculty Recruitment Committee	<i>2017–2018</i>
Management & Organizations, Johnson, Faculty Recruitment Committee	<i>2015–2016</i>
Management & Organizations Ph.D. Program Coordinator (18 months)	<i>2016–2017</i>
Management & Organizations Representative, PhD Open House Faculty Panel	<i>2015</i>

## **McDonough School of Business, Georgetown University**

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

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## PROFESSIONAL POSITIONS

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<b>National Academies of Sciences, Engineering and Medicine</b> Planning Committee, Workshop on Improving Consent	2021–2022
<b>International Behavioural Public Policy Association</b> Officer; Advisory Board	2020–present
<b>Behavioural Economics in Health Network</b> Scientific Advisory Board	2020–present
<b>Office of the Ohio Public Defender, Death Penalty Department</b> Expert Witness; biases and reliability of forensic science	2019
<b>Australian Royal Commission into Misconduct in the Banking, Superannation and Financial Services Industry</b> Expert Research Report; conflicts of Interest and disclosure	2018
<b>National Commission on Forensic Science, United States Department of Justice</b> Commissioner and Human Factors Subcommittee Member	2015–2017
<b>National Institute of Standards and Technology (NIST) and United States Department of Commerce</b> Human Factors Committee, Forensic Science Standards Boards	2014–2016
<b>United States Department of Justice</b> Expert Witness; national healthcare fraud case on industry gifts given to physicians	2011–2012
<b>Organisational Dynamics Ltd.</b> CEO, Managing Director and Founder; consultancy in managerial decision making	2006–2010
<b>IMS Health Consulting</b> European Marketing Director and Senior Consultant	2002–2006
<b>NHS Trust UK</b> Medical Doctor; Registration & Licensure: UK General Medical Council	1997–2011

## OTHER ACHIEVEMENTS

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- 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
    - 25<sup>th</sup> 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
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