

# Sunita Sah

Russell Sage Foundation  
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## ACADEMIC POSITIONS

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<b>Russell Sage Foundation, NYC</b> Visiting Scholar and Researcher	2019–present
<b>Cornell University, SC Johnson Graduate School of Management</b> Associate Professor (with tenure), Management and Organizations Balen Sesquicentennial Faculty Fellow Assistant Professor, Management and Organizations	2019–present 2015–present 2015–2019
<b>Georgetown University, McDonough School of Business</b> Assistant Professor of Strategy, Economics, Ethics and Public Policy	2012–2015
<b>Harvard University, Edmond J. Safra Ethics Center</b> Research Fellow	2011–2015
<b>Duke University, Fuqua School of Business</b> Post-doctoral Associate	2010–2012

## 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, USA</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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My research focuses on institutional corruption, ethics, trust, disclosure, influence and compliance; in particular, how professionals who give advice, as well as recipients who receive advice, alter their behavior as a result of conflicts of interest and the policies designed to manage them. Using a multi-method approach of laboratory and field experiments, as well as archival and qualitative data, my work employs theories from organizational behavior, social psychology, and behavioral economics to study different aspects of the advisor-advisee relationship.

- Behavioral Ethics
- Trust
- Advice
- Influence
- Conflicts of Interest
- Disclosure Policies

# Sunita Sah

## AWARDS AND HONORS

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### 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

### Scholarship Awards

- 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
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## JOURNAL PUBLICATIONS

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1. Sah, S., & Read, D. (forthcoming). Mind the (information) gap: Strategic non-disclosure by marketers and interventions to increase consumer deliberation. *Journal of Experimental Psychology: Applied*.
  - 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 and 2019, Social Science Research Network**
2. 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**
3. 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 Behavior*. <https://doi.org/10.1038/s41562-020-0906-x>.
4. 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.
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. 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**
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. **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.
15. 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.
16. **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.
17. **Sah, S.**, & Loewenstein, G. (2015). [Conflicted advice and second opinions: Benefits, but unintended consequences](#). *Organizational Behavior and Human Decision Processes*, 130, 89-107.
18. **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.**
19. **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**
20. 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**
21. **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**
22. **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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23. **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**
24. **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**
25. **Sah, S.**, Elias, P., & Ariely, D. (2013). [Investigation momentum: The relentless pursuit to resolve uncertainty](#). *JAMA Internal Medicine*, 173(10), 932-933.
26. **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**
27. **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**
28. **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**
29. 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.
30. Loewenstein, G., Cain, D., & **Sah, S.** (2011). [The limits of transparency: Pitfalls and potential of disclosing conflicts of interest](#). *American Economic Review; Paper and Proceedings*, 101(3), 423-428.
31. **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

## SELECTED WORKING PAPERS

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32. **Sah, S.**, & Larrick, R. The professionalism paradox: Self-perceived professionalism predicts increased acceptance of, and influence from, conflicts of interest.
33. **Sah, S.**, Shahid, A., & Chen, Y. The paradox of overcompensation: The curvilinear effect of compensation on trust repair.
34. Rader, C., **Sah, S.**, & Larrick, R. (Mis)judging the use of advice: Why advisors systemically misunderstand their influence.

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35. Woolley, K., & Sah, S. Following poor quality advice increases self-blame and counterfactual thoughts.

## BOOK CHAPTERS AND REPORTS

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36. 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*.
37. Sah, S. (2018). [Conflicts of interest and disclosure](#). Submitted to *The Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry*.
38. 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.
39. 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.
40. 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*.
41. 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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42. Sah, S. (2019, October 22). [Why Humans Find it so Hard to Resist Taking Bad Advice](#). *The Los Angeles Times*.
43. Sah, S. (2016, July 8). [The Paradox of Disclosure](#). *The New York Times*.
44. Sah, S., & Read, D. (2017, September 28). [Missing Product Information Doesn't Bother Consumers as Much as It Should](#). *Harvard Business Review*.
45. 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*.
46. Sah, S., Casadevall, A., Bell, S., Gates, J., Albright, T., & Denton, B. (October, 2017). [Let's Keep the Science in Forensic Science](#). *Scientific American*, 12.
  - A longer version of this article was published online: 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*
47. Baughman, S., Robertson, C., & Sah, S. (2016, October 14). [For Fairer Courts, Address Prosecutor Bias](#). *New Republic*.
48. Sah, S. (2015, July 29). [The Problem with Investigation before Examination](#). *Psychology Today*.

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49. Sah, S. (2013, April 28). [What can radiology do to curb investigation momentum?](#) *Health Imaging*.
50. 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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2020

### *Invited Presentations*

- Australian Securities and Investments Commission (ASIC) Annual Forum (Keynote) – postponed to 2021 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*

- Academy of Management

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

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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

*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



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- 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
- 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

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## *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

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
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## 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)
  - **Negotiation Essentials** (MBA and EMBA Elective)

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 Taught:*

- Negotiations; Managerial Decision-Making; Principles of Influence; Strategy Dynamics; Crisis Communication

## SELECTED MEDIA COVERAGE

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- [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.

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- **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.
- **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.

## SERVICE

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### Board Member:

<i>International Behavioural Public Policy Association, Officer</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 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*  
*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*

# Sunita Sah

*Behavioural Public Policy  
Science  
Science Advances  
Journal of Business Ethics  
Medical Decision Making  
Social Cognition  
Journal of Legal Studies  
Journal of Empirical Legal Studies*  
Oxford University Press  
Columbia University Press  
MIT University Press  
National Science Foundation

## **Dissertation Committee Member:**

David Butler, Warwick Business School (External Examiner) *September 2018*  
Christina Rader, Fuqua School of Business, Duke University *May 2015*

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

Women in SJDM Annual Event *2015–2018*  
Beattie Award Committee *2014–2017*  
Judge for Student Posters *2012–2016*

## **SC Johnson College of Business, Cornell University**

Behavioral Simulation Laboratory Committee *2015–present*  
Academic Standards Committee *2019*  
M&O Seminar Series Coordinator *2017–2019*  
Management and Organizations Faculty Recruitment Committee *2015–2016, 2017–2018*  
M&O Ph.D. Program Coordinator *2016–2017*  
M&O Representative, PhD Open House Faculty Panel *2015*

## **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*

## **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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# Sunita Sah

## OTHER PROFESSIONAL EXPERIENCE

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- Office of the Ohio Public Defender, Death Penalty Department, Expert Witness** 2019  
*Prepared expert witness report on the impact of biases and reliability of forensic analysis in a death row case.*
- United States Department of Justice, National Commission on Forensic Science** 2015–2017  
*Commissioner on the National Commission on Forensic Science established to enhance the practice and improve the reliability of forensic science.*  
**Human Factors Subcommittee Member**
- United States Department of Commerce, National Institute of Standards and Technology (NIST), Forensic Science Human Factors Committee** 2014–2016  
*Member of the new Human Factors Committee, Organization for Scientific Area Committees (OSAC) formed to coordinate the development of standards and guidelines for the forensic science community to improve quality and consistency of work in forensic science.*
- United States Department of Justice, Expert Witness** 2011–2012  
*Prepared and evaluated expert witness reports and provided deposition testimony on a multi-million dollar national healthcare fraud case on behalf of the federal government.*
- Organisational Dynamics Ltd, CEO, Managing Director and Founder (London)** 2006–2010  
*Consultancy and executive education in Managerial Decision-Making, Leadership, Organizational Behavior, Negotiations, Communication and Strategy. Executive board and CEO recruitment and development. Clients include Amgen, AstraZeneca, Novo Nordisk, London Business School, Scandinavian International Management Institute, UK Motor Neurone Disease Association, and the National Health Service.*
- IMS Health Consulting, Senior Consultant then European Marketing Director (London)** 2002–2006  
*Management and healthcare expertise to the Brand and Launch Management business lines. Responsible for the development, implementation, training, and alignment of marketing strategy across 22 European countries. Developed and aligned pharmaceutical industry consulting services for promotion and performance management to enable more effective decision-making, and evaluation of influences on doctors' prescribing behavior.*
- NHS Trust UK, Medical Doctor; Registration & Licensure: UK General Medical Council** 1997–2011  
*Practiced General Medicine, Respiratory Medicine, Nephrology, and Accident & Emergency in the Edinburgh Western General Hospital (United Kingdom), Royal Melbourne Hospital (Australia), and Rarotonga Government Hospital (The Cook Islands).*
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