

LALIN ANIK

Duke University Fuqua School of Business
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ACADEMIC AND EMPLOYMENT HISTORY

- July 2011 – Duke University, Durham, NC
Postdoctoral Fellow, Marketing, Fuqua School of Business
Advisor: Dan Ariely
- August 2006 – Harvard Business School, Boston, MA
May 2011
Doctorate of Business Administration in Marketing
Dissertation: *Experiments in Social Networks*
Committee: Michael Norton (Advisor), John Gourville, Tom Steenburgh,
Elizabeth Dunn
- August 2002 – Brandeis University, Boston, MA
May 2006
B.A. with High Honors in Psychology, *magna cum laude*
Thesis: *Assessing Selective Attention to, Preference and Memory for Ads
with Differing Emotional Valence*
Advisor: Derek Isaacowitz

HONORS AND AWARDS

- Postdoctoral Fellowship, Duke University, 2011-present
The Monti Invited Storyteller, Themes “Big Game”, “Best Day Ever” 2014, 2015
The Monti Storytelling GrandSlam Finalist, Theme “Nuclear Family”, 2013
The Monti Storytelling Slam Winner, Theme “Nature”, 2012
AMA Sheth Consortium Fellow, Oklahoma State University, 2011
The Wyss Dissertation Award (\$10K) from Harvard Business School for Excellence in Doctoral
Research, 2011
Graduate Fellowship, Harvard Business School, 2006 – 2011
Travel Grant for SJDM Preconference, The University of Chicago Booth School of Business,
2008
Fellow at the Summer Institute in Social Psychology (SISP), Northwestern University, 2009
Fellow at the Bounded Rationality Summer Program, Max Planck Institute, 2008
Bachelor of Arts *magna cum laude* and High Honors, Brandeis University, 2006
Joseph M. Linsey Athletic & Academic Fellowship, Brandeis University, 2006
Dean’s List, Brandeis University, 2002-2006

Presidential Scholarship, Brandeis University, 2002-2006
Fellow at the Sleep for Science Program, E. P. Bradley Hospital, Brown University, 2003

PUBLICATIONS

Refereed Journal Articles

Anik, Lalin, Michael I. Norton, and Dan Ariely (2014), “Contingent Match Incentives Increase Donations,” *Journal of Marketing Research*, 51, 790-801.

Anik, Lalin and Michael I. Norton (2014), “Matchmaking Promotes Happiness,” *Social Psychological and Personality Science*, 5, 644-652.

Anik, Lalin, Lara B. Aknin, Michael I. Norton, Elizabeth W. Dunn, and Jordi Quoidbach (2013), “Prosocial Bonuses Increase Employee Satisfaction and Team Performance,” *PLoS ONE* 8(9): e75509. doi:10.1371/journal.pone.0075509

Anik, Lalin and Michael I. Norton (2012), “iPhones for Friends, Refrigerators for Family: How Products Prime Social Networks,” *Social Influence*, 7, 154-171.

Norton, Michael I., Lalin Anik, Lara B. Aknin, and Elizabeth W. Dunn (2011), “Is Life Nasty, Brutish, and Short? Philosophies of Life and Well-Being,” *Social Psychological and Personality Science*, 2, 570-575.

Book Chapters and Other Publications

Anik, Lalin and Jordi Quoidbach (2013), “The Bonus Employees Really Want, Even If They Don’t Know It Yet”, *Harvard Business Review*.

Anik, Lalin, Lara B. Aknin, Michael I. Norton, Elizabeth W. Dunn, and Jordi Quoidbach (2013), “Prosocial Bonuses Increase Employee Satisfaction and Team Performance,” *Harvard Business School Working Paper*, No. 13–095.

Anik, Lalin, Lara B. Aknin, Michael I. Norton and Elizabeth W. Dunn (2010), “Feeling Good About Giving: The Benefits (and Costs) of Self-Interested Charitable Behavior,” In *The Science of Giving: Experimental Approaches to the Study of Charity*, ed. Daniel M. Oppenheimer and Christopher Y. Olivola, New York: Taylor & Francis, 1-28.

- Listed on SSRN’s Top Ten download list for: Behavioral & Experimental Finance (Editor’s Choice) eJournal

Manuscripts in Preparation

“On Being the ‘Tipping Point’: Threshold Incentives Motivate Behavior” with Michael I. Norton

“Anonymity and Altruism: Evidence from Crowdfunding” with Venkat Kuppuswamy and Barry L. Bayus

“Small Talk Pays: Casual Conversation with Customers Increases Tips” with Lara B. Aknin

“Utility Considerations in Joint Consumption Decisions,” with Ximena Garcia-Rada and Dan Ariely

Selected Research in Progress

“Motivation and Action in Crowdfunding: Are You a Backer or a Consumer?” with Ximena Garcia-Rada and Adam Greenberg

“Increasing Word-of-Mouth Behavior among Dissimilar Consumer Groups” with Michael I. Norton

“List Making Behavior Determines Task Selection and Productivity” with Gavan Fitzsimons, Vicki Morwitz and Daniel Fernandes

“Giving Social Resources is Rewarding” with Lara B. Aknin

“Gossip Impacts Performance” with Lara B. Aknin and Michael I. Norton

CONFERENCE PRESENTATIONS

Paper Presentations

Anik, Lalin and Michael I. Norton (November 2014), “Matchmaking Promotes Happiness,” Society for Judgment and Decision Making, Long Beach, CA.

Anik, Lalin (October 2014), “Close Relationships” roundtable participant, Association for Consumer Research, Baltimore, MD.

Anik, Lalin, Michael I. Norton, and Dan Ariely (November 2014), “Contingent Match Incentives Increase One-Time and Recurring Donations,” Science of Philanthropy Initiative Conference, Chicago, IL.

Anik, Lalin, Michael I. Norton, and Dan Ariely (October 2014), “Contingent Match Incentives Increase One-Time and Recurring Donations,” Association for Consumer Research, Baltimore, MD.

Anik, Lalin, Michael I. Norton, and Dan Ariely (March 2014), “Contingent Match Incentives Increase One-Time and Recurring Donations,” Applying Field Experimentation to Behavior Research, UC San Diego, Rady School of Management, San Diego, CA.

Anik, Lalin, Michael I. Norton, and Dan Ariely (March 2014), “75% (Social) Proof: Converting One-Time Donors to Recurring Donors,” Society for Consumer Psychology, Miami, FL.

Anik, Lalin and Michael I. Norton (October 2013), “The Rewarding Nature of Matchmaking,” Association of Consumer Research, Chicago, IL.

- Anik, Lalin and Michael I. Norton (February 2011), “iPhone for Friends, Volvo for Family: The Network Signaling Power of Products,” Society for Consumer Psychology, Atlanta, GA
- Anik, Lalin, Michael I. Norton, Lara B. Aknin, Jordi Quoidbach, and Elizabeth W. Dunn (October 2010), “The Prosocial Workplace: Prosocial Spending Increases Employee Satisfaction and Job Performance,” Association for Consumer Research, Jacksonville, FL.
- Anik, Lalin and Michael I. Norton (February 2010), “Mind the Gap: On the Well-Being of Social Capitalists,” Society for Consumer Psychology, St. Pete Beach, FL.
- Anik, Lalin and Michael I. Norton. (August 2009), “Do Good Things Come to Those Who Wait? Procrastination and Leading the Good Life,” 6th Biennial Procrastination Research Conference, Toronto, Canada.
- Anik, Lalin and Michael I. Norton (May 2009), “Selfish Brokerage of Social Ties: Introducing Happy and Influential Social Entrepreneurs,” London Business School Transatlantic Graduate Student Conference, London, UK.
- Anik, Lalin and Michael I. Norton (April 2009), “Introducing Happy and Influential Social Entrepreneurs,” Yale School of Management Whitebox Conference, Yale University, New Haven, CT.
- Anik, Lalin, Michael I. Norton, Lara B. Aknin, and Elizabeth W. Dunn (May 2008), “Life Really is Nasty, Brutish, and Short – and No One is Happy About It,” Yale School of Management Whitebox Conference, Yale University, New Haven, CT.

Poster Presentations

- Anik, Lalin and Michael I. Norton (November 2012), “Rewarding Nature of Matchmaking,” Interdisciplinary Workshop on Information and Decision in Social Networks, Media Lab, MIT, Cambridge, MA.
- Anik, Lalin and Michael I. Norton (November 2010), “The Influence of Products on Network Activation and WOM Intentions,” Society for Judgment and Decision Making, St. Louis, MO.
- Anik, Lalin and Michael I. Norton (October 2010), “Frisbee for Friends, Furniture for Family: The Influence of Products on Network Activation and WOM Intentions,” Association for Consumer Research, Jacksonville, FL.
- Anik, Lalin, Lara B. Aknin, Elizabeth W. Dunn, and Michael I. Norton (January 2010), “Prosocial Spending Increases Job Satisfaction and Organizational Commitment,” Judgment and Decision Making Preconference at the Society for Personality and Social Psychology, Las Vegas, NV.
- Anik, Lalin and Michael I. Norton (January 2010), “Egotistically Resourceful Social Capitalists: The Well-Being Benefits of Bridging Social Actors and Building Network Connections,” Society for Personality and Social Psychology, Las Vegas, NV.
- Anik, Lalin and Michael I. Norton (November 2009), “Selfish Social Connectors, Their Decisions to Bridge Social Actors and Build Network Connections,” Society for Judgment and Decision Making, Boston, MA.
- Anik, Lalin and Michael I. Norton (February 2009), “Selfish Brokerage of Social Ties: Introducing Happy and Influential Social Entrepreneurs,” Judgment and Decision Making Preconference of Society of Personality and Social Psychology, Tampa, FL.

- Anik, Lalin and Michael I. Norton (February 2009), “Who Really is Your Friend? Pursuing Happiness in Your perception of Social Networks,” Society for Personality and Social Psychology, Tampa, FL.
- Anik, Lalin, Michael I. Norton, Lara B. Aknin, and Elizabeth W. Dunn (November 2008), “Life Really is Nasty, Brutish, and Short – and No One is Happy About It,” Society for Judgment and Decision Making, Chicago, IL.
- Anik, Lalin, Michael I. Norton, Lara B. Aknin, and Elizabeth W. Dunn (July 2008), “Perception of Life in the Context of Bounded Rationality,” Summer Institute in Bounded Rationality, Max Planck Institute, Berlin, Germany.

CHAired SYMPOSIA

- Anik, Lalin (March 2014), Symposium Chair, “The Prosocial Life Cycle: Antecedents and Consequences of Charitable Behavior,” Society for Consumer Psychology Conference, Miami, FL. Other speakers: Cynthia Cryder, Alex Imas, Elizabeth Keenan.
- Anik, Lalin and Chia-Jung Tsay (February 2010), Symposium Co-Chairs. “Me and You and Everyone We Know,” A Story of Value Creation in Social Networks. Society for Consumer Psychology, St. Pete Beach, FL. Other speakers: Jonah Berger, Andrew Stephen.
- Tsay, Chia-Jung and Lalin Anik (October 2009), Symposium Co-Chairs, “From Ear to Brain, from Heart to Pocket: Branding Challenges and Possibilities in the Music Industry,” Association for Consumer Research North American Conference, Pittsburgh, PA. Other speakers: Vijaykumar Krishnan, James J. Kellaris.

INVITED PRESENTATIONS

- 03/15/2008 Harvard University (decision making and economics)
- 02/10/2012 Duke University (psychology)
- 08/25/2012 Georgetown University, McDonough School of Business (marketing)
- 11/12/2012 Market Research Event, Boca Raton, FL
- 02/12/2013 Science Cafe at the Museum of Life and Science, Durham, NC
- 03/18/2013 Winning at First Moment of Truth Marketing Roundtable, In Vivo BVA, NY
- 04/04/2013 Breakthrough Marketing Insights from Consumer Science Conference, In Vivo BVA, Paris, France
- 04/09/2013 Giving and Well-Being Conference, Centre of Competitive Advantage in Global Economy Department, University of Warwick, Coventry, UK
- 04/11/2013 Les Printemps des Etudes, Palais Brongniart, Paris, France
- 05/22/2013 Southern Regional Education Board, Atlanta, GA
- 06/26/2013 Einladung Marketing Talk, In Vivo BVA, Düsseldorf, Germany
- 09/15/2013 North Carolina School of Science and Mathematics, Durham, NC
- 09/17/2013 Campbell’s Soup Market Research Summit, Philadelphia, PA
- 03/11/2014 Bill and Melinda Gates Foundation Teacher Effectiveness Meeting
- 03/27/2014 Chapel Hill Public Library, Chapel Hill, NC

09/17/2014 Babson College (marketing)
09/26/2014 INSEAD (marketing)
10/03/2014 University of Virginia, Darden School of Business (marketing)
10/07/2014 UCLA, Anderson School of Management (marketing)
10/10/2014 University of Maryland, Robert H. Smith School of Business (marketing)
10/14/2014 University of Notre Dame, Mendoza College of Business (marketing)
10/17/2014 University of Washington in Seattle, Foster School of Business (marketing)
10/21/2014 Northeastern University, D'Amore McKim School of Business (marketing)
10/30/2014 IMD School of Business
11/04/2014 Bilkent University, Faculty of Business Administration (marketing)
10/07/2014 Koc University, Graduate School of Business (marketing)
01/21/2015 Kent State University, College of Business Administration (marketing)
02/04/2015 Workshop for Financial Service Providers, Duke University
02/27/2015 Speaking of Travel with Marilyn Ball, Asheville, NC
03/07/2015 Arterveners Conference, Social Justice Art Conference, Durham, NC

TEACHING EXPERIENCE

Lecturer, Behavioral Economics MBA Course
Duke University Fuqua School of Business, Durham, NC (2014)

Lecturer, Behavioral Economics PhD Course
Duke University Fuqua School of Business, Durham, NC (2013, 2014, 2015)

Lecturer, Labor and Motivation, Coursera
Duke University Fuqua School of Business, Durham, NC (2013, 2014)

Course Assistant for the first year MBA core marketing course
Harvard Business School, Boston, MA (2009)

Senior Thesis Advisor
Harvard University Psychology Department, Boston, MA (2008, 2009)

Facilitator, Women's Leadership Forum
Harvard Business School, Executive Education, Boston, MA (2008, 2009)

OTHER EXPERIENCE

Academic

Research Lab Assistant of Professor Derek Isaacowitz
Psychology Department, Brandeis University, Waltham, MA (2003-2006)

Research Lab Assistant of Professor Nader Tavassoli
Marketing Department, London Business School, London, UK (Spring 2004)

Research Lab Assistant of Professor Dan Rittschof
Marine Biology Department, Nicholas School of Duke University, Beaufort, NC (Summer 2001)

Industry

Intern, Brand Planning Department
Arnold Worldwide Advertising, Boston, MA (Winter 2006)

Intern, Strategic Planning and Creative Departments
McCann World Group Advertising, Istanbul, Turkey (Summer 2005)

Brand Manager
Fenerium Marketing, Istanbul, Turkey (2005)

SERVICE TO THE PROFESSION

Ad hoc Reviewer:

Journal of Behavioral and Experimental Economics
Journal of Consumer Research
Journal of Experimental Psychology
Journal of Marketing Research
Psychological Science
Scandinavian Journal of Psychology

Reviewer:

Society of Consumer Psychology
Association of Consumer Research
American Marketing Association

Volunteer at 35th ISMS Marketing Science Conference, 2013

Faculty Mentorship Award Selection Committee, Harvard Business School, Boston, MA, 2009-2011

SELECTED MEDIA COVERAGE

“A Charitable Pitch That Gets You To Give More”, *Wall Street Journal*, December 10, 2014
<http://tinyurl.com/mh9g24x>

“The Business of Behavioral Economics,” *Forbes*, August 11, 2014.
<http://tinyurl.com/kz5ydtk>

“Creating a Better Fundraising Model for Non-Profits”, *Fuqua School of Business Feature Stories*, May 16, 2014.
<http://tinyurl.com/ld5qz3k>

“Matchmakers Can Get a Happiness Boost, Too,” *Reuters*, February 14, 2014.
<http://tinyurl.com/lora34j>

“Playing Cupid Makes Us Happy,” *CNN*, February 14, 2014.
<http://tinyurl.com/n5vbopl>

“Need a Happy Fix This Valentine's Day? Play Cupid,” *Live Science*, February 13, 2014.
<http://tinyurl.com/p2bly6a>

“Matchmaking Your Friends Can Make YOU Happier,” *Daily Mail UK*, February 12, 2014.
<http://tinyurl.com/pk96dob>

“Valentine’s Day is For Cupid, Not Couples,” *Yahoo Health*, February 11, 2014.
<http://tinyurl.com/pyo6rur>

“Start Playing Cupid - It’ll Make You Happier,” *Scientific American*, February 11, 2014.
<http://tinyurl.com/lds8hot>

“How Bosses Can Increase Job Satisfaction,” *British Psychological Society*, October 25, 2013
<http://tinyurl.com/n7bz2sb>

“The Price of Greed,” *Scientific American*, October 17, 2013
<http://tinyurl.com/k9mbenh>

“Bonuses That Go to Charity Can Boost Job Satisfaction, Study Says,” *LA Times*, September 19, 2013
<http://tinyurl.com/mzhetnt>

“Shifting Employee Bonuses from Self to Others Increases Satisfaction and Productivity at Work,” *Science Daily*, September 18, 2013
<http://tinyurl.com/mkze4se>

“The Pursuit of Happiness in The Workplace,” *Financial Times*, May 19, 2013
<http://tinyurl.com/lck98a8>

“The Best Bonus is The One You Can’t Spend on Yourself,” *Bloomberg Businessweek*, May 15, 2013
<http://tinyurl.com/m84k23t>

“How to Make a Happy, Productive Banker?” *Financial News*, February 22, 2013
<http://tinyurl.com/kd7oe64>

“What’s Better Than a Bonus? Prosocial Incentives – The Bonus You Give Away,” *Washington Post*, August 15, 2011
<http://tinyurl.com/ko9mnpt>

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Association for Psychological Science
Center for Advanced Hindsight
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology

RELEVANT COURSEWORK

Marketing	Issues and Research in Marketing (Luc Wathieu) Marketing Models (Elie Ofek) Consumer Behavior (John Gourville & Mike Norton) Strategic Marketing in Creative Industries (Anita Elberse) Consumer Decision Making (Mike Norton) Competing with Social Networks (Mikolaj Jan Piskorski) Consumer Marketing (Youngme Moon) Marketing First Year Core
Psychology	Behavioral Decision Making (Max Bazerman) Relationship Development and Maintenance (Eli Finkel & Jeff Simpson) Human Behavior (Jeff Polzer) Advance Social Psychology (Daniel Wegner) Social Psychology of Organizations (Richard Hackman)
Sociology	Organizational Behavior (Rakesh Khurana)
Economics	Organizational Economics (Belen Villalonga) Financial Theory (George Baker & Pai-Ling Yin)
Research Methods & Statistics	Design of Field Research Methods (Amy Edmondson) Introduction to Quantitative Methods (Kenneth Stanley) Intermediate Stats Analysis in Psychology (Karen Gold) Advanced Statistical Analysis (Karen Gold)

OTHER EDUCATION

Summer Institute in Social Psychology
Northwestern University, Evanston, IL (Summer 2009)

Fellow at the Summer Institute on Bounded Rationality in Psychology and Economics
Max Planck Institute, Berlin, Germany (Summer 2008)

Research Apprentice at William C. Dement Summer Behavioral Sciences, E.P. Bradley Hospital, Brown University Medical School, Providence, RI (Summer 2003)

OTHER ACTIVITIES

Professional Swimmer, 1992-2006

Member of Turkish National Team (3 National Records, and two European medals), Brandeis University Swimming and Diving Team (over 15 university and pool records), Captain of ENKA and Fenerbahçe Swimming Teams

Swimming Coach and Sports Manager, 1998-Present

Hobbies

Competitive soccer and basketball player, savvy arts follower, chronic dancer

Languages

Turkish (native), English (fluent), French (intermediate), Spanish (intermediate)