

LALIN ANIK

Darden School of Business,
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ACADEMIC AND EMPLOYMENT HISTORY

- July 2015 – **Assistant Professor of Marketing**
Darden School of Business, University of Virginia, Charlottesville, VA
- July 2011 – **Postdoctoral Fellow, Marketing**
June 2015 Fuqua School of Business, Duke University, Durham, NC
Advisor: Dan Ariely
- August 2006 – **Doctorate of Business Administration, Marketing**
June 2011 Harvard Business School, Boston, MA
Dissertation: “Experiments in Social Networks”
Committee: Michael Norton (Chair), John Gourville, Tom Steenburgh,
Elizabeth Dunn
- August 2002 – **B.A. with High Honors in Psychology and Business, *magna cum laude***
May 2006 Brandeis University, Boston, MA
Thesis: “Assessing Selective Attention to, Preference and Memory for Ads
with Differing Emotional Valence”
Advisor: Derek Isaacowitz

HONORS AND AWARDS

Teaching Awards

- 2020 **Named as the “2019 MBA Professor of the Year”**
Poets & Quants
- Selected by Section B to deliver their “Last Lecture”**
Voted by students. University of Virginia, Darden School of Business
- Nominated for the Outstanding Faculty Award**
Voted by students. University of Virginia, Darden School of Business
- Nominated for the Faculty Diversity Award**
Voted by students. University of Virginia, Darden School of Business

Recognized for being among the top 10% of faculty for teaching
University of Virginia, Darden School of Business

Featured in the article “Why Darden’s Professors Are The Best MBA Teachers On The Planet”
Poets & Quants

2019 **Named as one of the “Top 40 Business School Professors under 40”**
Poets & Quants

Received Dean’s Award for Excellence in Teaching
University of Virginia, Darden School of Business

Selected as the Faculty Marshal
Voted by students. University of Virginia, Darden School of Business

Received the Faculty Diversity Award
Voted by students. University of Virginia, Darden School of Business

Nominated for the Outstanding Faculty Award
Voted by students. University of Virginia, Darden School of Business

Recognized for being among the top 10% of faculty for teaching
University of Virginia, Darden School of Business

Recognized as one of the “Favorite Professors of Top MBAs”
Poets & Quants

2018 **Recognized for being among the top 10% of faculty for teaching**
University of Virginia, Darden School of Business

Selected by Section B to deliver their “Last Lecture”
Voted by students. University of Virginia, Darden School of Business

2017 **Received the Faculty Diversity Award**
Voted by students. University of Virginia, Darden School of Business

Nominated for the Outstanding Faculty Award
Voted by students. University of Virginia, Darden School of Business

Recognized for being among the top 10% of faculty for teaching
University of Virginia, Darden School of Business

2016 **Recognized for being among the top 10% of faculty for teaching**
University of Virginia, Darden School of Business

Research and Practitioner Awards

- 2020 **Named as one of the Most Creative 50 People of the Year in Turkey**
Recognized by Mediacat, Turkey
- Top 10% of Authors on SSRN (by all-time downloads)**
Social Science Research Network
- Nominated to Marquis Who's Who in America**
Marquis Who's Who
- 2019 **Top 10% of Authors on SSRN (by all-time downloads)**
Social Science Research Network
- Top 10% of Authors on SSRN by downloads in the past 12 months**
Social Science Research Network
- 2018 **Nominated for the Young Scholar Award**
Turkish American Scientists Association
- Featured as one of the "Ten Business School Thinkers to Watch"**
Business Life, British Airlines
- 2015 **Received Postdoctoral Fellowship (all four years)**
Center for Advanced Hindsight & Fuqua School of Business, Duke University
- Invited Storyteller, Theme "Best Day Ever"**
The Monti, Durham, NC
- 2014 **Invited Storyteller, Theme "Big Game"**
The Monti, Durham, NC
- 2013 **Storytelling GrandSlam Finalist, Theme "Nuclear Family"**
The Monti, Durham, NC
- 2012 **Storytelling Slam Winner, Theme "Nature"**
The Monti, Durham, NC
- 2011 **Received the Wyss Dissertation Award for Best Doctoral Dissertation**
Selected by Harvard Business School
- AMA Sheth Consortium Fellow**
Selected by Harvard Business School
- Received Full Graduate Fellowship for Doctoral Education (all five years)**
Selected by Harvard Business School
- 2009 **Fellow at the Summer Institute in Social Psychology**

Selected by SISP

2008 **Received Travel Grant**
Presented by SJDM Preconference at University of Chicago Booth School of Business

Selected as a Fellow at the Bounded Rationality Summer Program
Max Planck Institute

2006 **Received Joseph M. Linsey Athletic & Academic Fellowship**
Selected by the Brandeis University Athletics Department

Dean's List (all four years)
Brandeis University

Received Presidential Scholarship (all four years)
Brandeis University

2003 **Selected as a Fellow at the Sleep for Science Program**
E. P. Bradley Hospital, Brown University

Elected by the Class of '06 as the Class Rep to the Student Senate
Voted by students. Brandeis University

RESEARCH GRANTS

2018 **Received an Entrepreneurship and Innovation Grant**
Awarded by Batten Research Institute (\$8,347)

PUBLICATIONS

Refereed Journal Articles

11. Dubois, David and **Lalin Anik** (2020), "From Style to Status and to Power: When and Why Do Stylistic Choices in Footwear Make Women Feel and Act Powerful?" *Advances in Strategic Management*. Emerald Publishing Limited.
10. Hayran, Ceren, **Lalin Anik** and Zeynep Gürhan-Canlı (2020), "A Threat to Loyalty: Fear of Missing Out (FOMO) Leads to Reluctance to Repeat Current Experiences," *PLoS one*, 15(4): e0232318.
9. **Anik, Lalin** and Ryan Hauser (2020), "One of a Kind: The Strong and Complex Preference for Unique Treatment from Romantic Partners," *Journal of Experimental Social Psychology*, 86, 103899.
8. **Anik, Lalin** and Michael Norton (2019), "On Being the 'Tipping Point': Threshold Incentives Motivate Behavior," *Journal of Association for Consumer Research*, 5(1), 19-33.
7. Garcia-Rada, Ximena, **Lalin Anik** and Dan Ariely (2019), "Consuming together (vs.

- separately) makes the heart grow fonder,” *Marketing Letters*, 30(1), 27-43.
6. Hayran, Ceren, **Lalin Anik** and Zeynep Gurhan-Canli (2016), “Feeling of Missing Out (FOMO) and Its Marketing Implications,” *Marketing Science Institute Working Paper Series*, 16-131.
 5. **Anik, Lalin**, Michael I. Norton, and Dan Ariely (2014), “Contingent Match Incentives Increase Donations,” *Journal of Marketing Research*, 51, 790-801.
 4. **Anik, Lalin**, and Michael I. Norton (2014), “Matchmaking Promotes Happiness,” *Social Psychological and Personality Science*, 5, 644-652.
 3. **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.
 2. **Anik, Lalin**, and Michael I. Norton (2012), “iPhones for Friends, Refrigerators for Family: How Products Prime Social Networks,” *Social Influence*, 7, 154-171.
 1. 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.

Refereed Book Chapters and Other Publications

18. **Anik, Lalin**, and Ryan Hauser (2019), “Be Kind and Warm to Me; Be Kind and Warm to Others,” *Society for Personality and Social Psychology*.
17. **Anik, Lalin**, and Seb Murray (2019), “Thinking of You: Consumer Decisions that Make the Heart Grow Fonder,” *Ideas to Action*.
16. **Anik, Lalin** and Michael Norton (2019), “How Charities Can Use Tipping Points to Get You To Donate,” *Wall Street Journal*.
15. **Anik, Lalin** (2018), “How Soccer’s Video Assistant Referee (VAR) Influences Belief in Human Referees’ Competence,” *Behavioral Scientist*.
14. **Anik, Lalin**, Johnny Miles and Ryan Hauser (2017), “How to Be Cool,” *Ideas to Action*.
13. **Anik, Lalin** (2017), “Cool Brands and Special Bonds: 007 and Heineken,” *Ideas to Action*.
12. **Anik, Lalin** (2017), “A Marketing derring-do: James Bond Fancies a Heineken,” *Washington Post*.
11. **Anik, Lalin**, and Christina Black (2017), “Early Entrepreneurship: 3 Deeper Benefits of the Ask,” *Ideas to Action*.
10. **Anik, Lalin**, and Laura Steenburgh (2017), “A Holy Grail for Fundraisers? Donors who Keep On Giving,” *Washington Post*.
9. **Anik, Lalin**, and Katherine Bowers (2016), “Consumer Pokénomics: Go-Time for Augmented Reality,” *Ideas to Action*.
8. **Anik, Lalin**, and Sarah Barry James (2016), “The Long or The Short of It: Life Philosophies at Work (And Beyond),” *Ideas to Action*.
7. **Anik, Lalin**, and Maggie Morse (2016), “MTV Shuga: A Public-Private Partnership,” *Ideas to Action*.
6. **Anik, Lalin**, and Katherine Bowers (2016), “Feel Like a Million Dollars: Matchmaking and Happiness”, *Ideas to Action*.
5. **Anik, Lalin**, and Michael I. Norton (2014), “Start Playing Cupid - It’ll Make You Happier,” *Scientific American*.
4. **Anik, Lalin**, and Jordi Quoidbach (2013), “The Bonus Employees Really Want, Even If They Don’t Know It Yet”, *Harvard Business Review*.

3. **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.
2. **Anik, Lalin** (2012), “iPhone 5 or Samsung Galaxy S3?” *Center for Advanced Hindsight Blog*.
1. **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 UNDER REVIEW

4. “Inanimate or an Enemy? The Effect of Anthropomorphism on Public Perceptions of the SARS-CoV-2 Virus” with Ryan Hauser and Liz Keenan (*under 1st round review*)
3. “Feedback as a Two-Way Street: When and Why Rating Consumers Backfires” with Tami Kim and Luca Cian (*revising for 2nd round review*)
2. “Restriction Framing in Policymaking: The Effect of Compulsory versus Prohibitive Framing on Policy Support” with Ryan Hauser (*under 1st round review*)
1. “Well-being and Fear of Missing Out (FOMO) In the Time of COVID-19” with Ceren Hayran (*under 1st round review*)

WORKING PAPERS

3. “Present and Future-oriented Value-based Decisions are Corrupted by an Ex-Partner Bias in People who are Stuck on a Past Relationship” with Erdem Pulcu
2. “The “Shareholder Value” Heuristic: The Effect of a Deliberative State on Ethical Business Decision-Making” with Ryan Hauser and Dan Ariely
1. “Small Talk Pays: Casual Conversation with Customers Increases Tips” with Lara Aknin

ONGOING PROJECTS

4. “Understanding and Motivating Self- vs. Other-Oriented Behaviors in a Pandemic” with Maya Stephens (*data collection*)
3. “Interventions to Increase Prosocial and Preventative Consumer Behaviors in Hospitality Industry” with Asís Martínez (*data collection*)
2. “How Societal Inequality Impacts Expectations of Prosocial Engagement” with Nava Caluori and Jazmin Brown-Iannuzzi (*data collection*)
1. “Morality in the Holy Days: The Effect of Ramadan and Yom Kippur on Moral Judgments” with Merve Akbas, Shahar Ayal, Racheli Barkan and Dan Ariely (*data collection complete*)

CONFERENCE PRESENTATIONS

Paper Presentations

*denotes equal authorship

33. Pulcu, Erdem and **Lalin Anik** (June 2020), “Present and Future-oriented Value-based Decisions are Corrupted by an Ex-Partner Bias in People who are Stuck on a Past Relationship,” Behavioral Marketing Lab, Zoom University.
32. **Anik, Lalin**, and Ryan Hauser (April 2020), “One of a Kind: The Strong and Complex Preference for Unique Treatment from Romantic Partners,” University of Virginia Social Psychology, Charlottesville, VA.
31. Garcia-Rada, Ximena, **Lalin Anik**, and Dan Ariely (May 2019), “Consuming Together (vs. Separately) Makes the Heart Grow Fonder,” University of Warsaw Faculty of Management, Warsaw, Poland.
30. **Anik, Lalin** (May 2019), “Collective Impact and Consumer Behavior,” University of Warsaw Faculty of Management, Warsaw, Poland.
29. **Anik, Lalin**, and Ryan Elder (May 2019), “Seminar on Field Experiments,” University of Warsaw Faculty of Management, Warsaw, Poland.
28. Kim, Tami, **Lalin Anik**,* and Luca Cian* (May 2019), “Feedback as a Two-Way Street: When and Why Rating Consumers Backfires,” Theory and Practice in Marketing Conference, Columbia University, NY.
27. Kim, Tami, **Lalin Anik**,* and Luca Cian* (February 2019), “Feedback as a Two-Way Street: When and Why Rating Consumers Backfires,” Society of Consumer Psychology, Savannah, GA.
26. **Anik, Lalin**, and Michael Norton (October 2018), “On Being the ‘Tipping Point’: Social Threshold Incentives Motivate Behavior,” NOBEC Workshop on Norms and Behavior Change, Philadelphia, PA.
25. **Anik, Lalin**, and Michael Norton (June 2018), “On Being the ‘Tipping Point’: Social Threshold Incentives Motivate Behavior,” JACR Boutique Conference on Prosocial Consumer Behavior, British Columbia, Canada.
24. **Anik, Lalin**, Ryan Hauser and Lara Aknin (June 2018), “One of a Kind: Our Selfish Preference for Unique Kindness,” Behavioral Decision Research in Management, Boston, MA.
23. **Anik, Lalin**, Ryan Hauser and Lara Aknin (May 2018), “One of a Kind: Our Selfish Preference for Unique Kindness,” Marketing Academic Research Colloquium, State College, PA.
22. Garcia-Rada, Ximena, **Lalin Anik**, and Dan Ariely (November 2016), “Consuming Together Makes the Heart Grow Fonder: Selfishness and Sacrifice in Joint Consumption Decisions,” Society for Judgment and Decision Making, Boston, MA.
21. Hayran, Ceren, Dan Ariely, and **Lalin Anik** (October 2016), “Is Ignorance Truly a Bliss for Today’s Consumers?” Association for Consumer Research Doctoral Colloquium, Berlin.
20. Hayran, Ceren, **Lalin Anik**, and Zeynep Gürhan-Canlı (May 2016), “The Grass is Greener on the Other Side: Antecedents and Consequences of ‘Feeling of Missing Out’”, American Marketing Science Conference, Lake Buena Vista, FL.
19. Hayran, Ceren, **Lalin Anik**, and Zeynep Gürhan-Canlı (May 2016), “The Grass is Greener on the Other Side: Antecedents and Consequences of ‘Feeling of Missing Out’”, European Marketing Academy Conference, Oslo, Norway.

18. Dubois, David and **Lalin Anik** (April 2016), “From Status to Power: When and Why Do Heels Make Women Feel Powerful,” Monaco Symposium on Luxury, Monaco.
17. **Anik, Lalin**, and Michael I. Norton (February 2016), “On Being the ‘Tipping Point’: Threshold Incentives Motivate Behavior,” Society for Consumer Psychology, St. Petersburg, FL.
16. Garcia-Rada, Ximena, **Lalin Anik**, and Dan Ariely (February 2016), “Consuming Together Makes the Heart Grow Fonder: Selfishness and Sacrifice in Joint Consumption Decisions,” Society for Consumer Psychology, St. Pete, FL.
15. **Anik, Lalin**, and Michael I. Norton (October 2015), “On Being the ‘Tipping Point’: Threshold Incentives Motivate Behavior,” Association for Consumer Research, New Orleans, LA.
14. **Anik, Lalin**, and Michael I. Norton (November 2014), “Matchmaking Promotes Happiness,” Society for Judgment and Decision Making, Long Beach, CA.
13. **Anik, Lalin** (October 2014), “Close Relationships” roundtable participant, Association for Consumer Research, Baltimore, MD.
12. **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.
11. **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.
10. **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.
9. **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.
8. **Anik, Lalin**, and Michael I. Norton (October 2013), “The Rewarding Nature of Matchmaking,” Association of Consumer Research, Chicago, IL.
7. **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
6. **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.
5. **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.
4. **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.
3. **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.
2. **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.
1. **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

11. Garcia-Rada, Ximena, **Lalin Anik** and Dan Ariely (November 2015), “Consuming Together Makes the Heart Grow Fonder: Selfishness and Sacrifice in Joint Consumption Decisions,” Society for Judgment and Decision-Making, Chicago, IL.
10. **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.
9. **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.
8. **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.
7. **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.
6. **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.
5. **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.
4. **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.
3. **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.
2. **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.
1. **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

4. **Anik, Lalin** and Evan Polman (October 2019), Knowledge Forum Chair, “Interpersonal Decision Making and Consumption: Developing Ideas and Fostering Collaborations.” Association for Consumer Research North American Conference, Atlanta, GA. Other speakers: Cindy Chan, Ximena Garcia-Rada, Lauren Grewal, Peggy Liu, Sam Maglio, Hristina Nikolova, Jenny Olsun, Mary Steffel, Morgan K. Ward, Eugenia Wu.
3. **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.

2. **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.
1. 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 RESEARCH PRESENTATIONS

11/04/2020	Vrije Universiteit Amsterdam, Netherlands (marketing)
04/20/2020	University of Virginia (Social Psychology)
04/17/2020	BYU Marriott School of Business, Utah (marketing) *postponed due to COVID-19
12/12/2016	Colorado College, Colorado Springs, CO (management)
04/22/2016	McIntire School of Commerce, University of Virginia (marketing)
03/25/2016	University of Virginia (Social Psychology)
01/21/2015	Kent State University, College of Business Administration (marketing)
11/07/2014	Koç University, Graduate School of Business (marketing)
11/04/2014	Bilkent University, Faculty of Business Administration (marketing)
10/30/2014	IMD School of Business
10/21/2014	Northeastern University, D’Amore McKim School of Business (marketing)
10/17/2014	University of Washington in Seattle, Foster School of Business (marketing)
10/14/2014	University of Notre Dame, Mendoza College of Business (marketing)
10/10/2014	University of Maryland, Robert H. Smith School of Business (marketing)
10/07/2014	UCLA, Anderson School of Management (marketing)
10/03/2014	University of Virginia, Darden School of Business (marketing)
09/26/2014	INSEAD (marketing)
09/17/2014	Babson College (marketing)
04/09/2013	Giving and Well-Being Conference, Centre of Competitive Advantage in Global Economy Department, University of Warwick, Coventry, UK
08/25/2012	Georgetown University, McDonough School of Business (marketing)
02/10/2012	Duke University (psychology)
03/15/2008	Harvard University (decision making and economics)

OTHER RESEARCH EXPERIENCE

2006	Research Lab Assistant of Professor Derek Isaacowitz (three years) Psychology Department, Brandeis University, Waltham, MA
2004	Research Lab Assistant of Professor Nader Tavassoli Marketing Department, London Business School, London, UK
2003	Research Lab Assistant of Professor Mary Carskadon E.P. Bradley Hospital, Brown University Medical School, Providence, RI

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

TEACHING EXPERIENCE

University of Virginia, Darden School of Business

- *Deviant Marketing* (MBA Elective Course, 2017 – present)
Teaching Effectiveness:
2019-2020: 4.86/5.00
2018-2019: 5.00/5.00
2017-2018: 5.00/5.00
2016-2017: 5.00/5.00
- *Marketing* (MBA Core, Fall 2015 – present)
Teaching Effectiveness:
2019-2020: 5.00/5.00
2018-2019: 4.89/5.00
2017-2018: 5.00/5.00
2016-2017: 5.00/5.00
2015-2016: 5.00/5.00
- *Marketing* (Online MBA Core)
Teaching Effectiveness:
2020-2021: 4.93/5.00
- *Marketing Simulation* (MBA Core, Spring 2015 – present)
Teaching Effectiveness:
2019-2020: 5.00/5.00
2018-2019: 4.86/5.00
2017-2018: 4.97/5.00
2016-2017: 4.80/5.00
2015-2016: 4.67/5.00
- *Executive Education* (Custom and Residential Programs, 2015 – present)
Capital One
GEICO
HWZ Group
Leadership Residency (LR2)
Managing Virtual Teams
NAMIC
PAD Peru
US Chamber of Commerce

Duke University, Fuqua School of Business

- *Motivation and Incentives Lecture* (Part of MBA Elective, 2014)

- *Labor and Motivation Lecture* (Coursera, 2013)
- *Behavioral Economics Lecture* (PhD Course, 2012 & 2013)

Harvard Business School

- *Women's Leadership Forum* (Executive Education, 2009 & 2010)
- *Course Assistant for the First Year Marketing* (MBA Core, 2009)
- *Senior Thesis Advisor* (Psychology Department, 2009)

COURSE DEVELOPMENT

University of Virginia, Darden School of Business

- *Deviant Marketing* (MBA Elective Course, 2017 - present)

TEACHING MATERIALS

Published

- 8B. *A Supreme Case of Coolness?* – Teaching Note
Anik, Lalin, Stephen E. Maiden, Addison Corriher and Gerry Yemen
Teaching Note UVA-M-1006TN, Darden Business Publishing
- 8A. *A Supreme Case of Coolness?*
Anik, Lalin, Stephen E. Maiden, Addison Corriher and Gerry Yemen
Case UVA-M-1006, Darden Business Publishing
- 7B. *Rohvi* – Teaching Note
Anik, Lalin, Aerika Mittal and Gerry Yemen
Teaching Note UVA-M-1007TN, Darden Business Publishing
- 7A. *Rohvi*
Anik, Lalin, Aerika Mittal and Gerry Yemen
Case UVA-M-1007, Darden Business Publishing
6. *Conjoint Analysis: Estimating Consumer Preferences*
Ferrera, Ryan, Winfred Hills, Lalin Anik, Luca Cian, Tami Kim, Thomas Steenburgh, and
Kimberly Whitley
Case UVA-M-1002, Darden Business Publishing
5. *A General Theory of Coolness* – Technical Note
Anik, Lalin, Johnny Miles, Ryan Hauser and Stephen E. Maiden
Case UVA-M-0953, Darden Business Publishing
4. *From Heineken with Love: James Bond Product Promotion*
Anik, Lalin, and Johnny Miles
Case UVA-M-0952, Darden Business Publishing

- 3B. *Dare to Experiment: The Scientific Approach to Consumer Behavior* – Teaching Note
Anik, Lalin, Ryan Hauser and Gerry Yemen
Teaching Note UVA-M-0951TN, Darden Business Publishing
- 3A. *Dare to Experiment: The Scientific Approach to Consumer Behavior*
Anik, Lalin, Ryan Hauser and Gerry Yemen.
Case UVA-M-0951, Darden Business Publishing
- 2. *To Understand Consumer Behavior; Think Like a Marketplace Scientist* – Technical Note
Anik, Lalin, Ryan Hauser and Madeline Gibson
Case UVA-M-0950, Darden Business Publishing
- 1B. *GlobalGiving* – Teaching Note
Anik, Lalin, Tom Steenburgh and Laura Steenburgh
Teaching Note UVA-M-0938TN, Darden Business Publishing
- 1A. *GlobalGiving*
Anik, Lalin, Tom Steenburgh and Laura Steenburgh
Case UVA-M-0938, Darden Business Publishing

Working Drafts

- 3. *Tyson, Trying to Turn a Corner on the Coronavirus*
Anik, Lalin, Paul Holtz and Gerry Yemen
- 2. *Judge to Nudge: Ethics of Nudges*
Anik, Lalin, Andy Wicks and Addison Corriher
- 1. *Behavior Change Exercises A, B, and C*
Anik, Lalin, and Gerry Yemen

SERVICE TO THE PROFESSION

- 2020 **Conference Program Committee Member**
The Behavioral Decision Research in Management Conference
- 2006 – **Ad hoc Reviewer**
Frontiers in Psychology
Journal of Behavioral and Experimental Economics
Journal of Business Research
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Experimental Psychology
Journal of Marketing Research
Journal of Personality and Social Psychology
Marketing Science
Personality and Social Psychology Bulletin

PLOS One
Psychological Science
Scandinavian Journal of Psychology

Area Editor
SAGE Open

Grant Reviewer
Israel Science Foundation
Social Sciences and Humanities Research Council

Conference Reviewer
Association of Consumer Research
American Marketing Association
European Marketing Academy
Monaco Symposium on Luxury
Society of Consumer Psychology

2010 **Faculty Mentorship Award Selection Committee Member**
Harvard Business School

PROFESSIONAL AFFILIATIONS

2010 – **Memberships**
American Marketing Association (AMA)
Association for Consumer Research (ACR)
Association for Psychological Science (APS)
Center for Advanced Hindsight (CAH)
Society for Consumer Psychology (SCP)
Society for Judgment and Decision Making (SJDM)
Society for Personality and Social Psychology (SPSP)

SERVICE TO THE SCHOOL

School Committees

2020 **Executive Education Program Committee Member**
University of Virginia, Darden Business School

2018 **Dean's Reappointment Committee Member**
University of Virginia, Darden Business School

Faculty Recruitment Committee Member
Marketing Department, University of Virginia, Darden Business School

Faculty Recruitment Committee Member
UVA Social Psychology Department

Student Mentorship

- 2015 – University of Virginia, Darden School of Business
- Independent and summer projects: Mentored ten MBA students
 - Faculty Advisor for Pride at Darden (2020-2021)
 - Faculty Advisor for Darden Basketball Club (2017-present)
 - Faculty Advisor for Darden Soccer Club (2019-present)
 - Judge for student presentations: One Darden (2019, 2018, 2017, 2016), E J. Gallo Case Marketing Case Competition (2018), Brand Challenge Judge (2016), IDEA Competition (2016, 2015)

Invited Presentations to Students and Alumni

- 11/13/2020 GWIB Conference, Share Your Power Workshop, University of Virginia
09/11/2020 MGMT Conference Fireside Chat, University of Virginia
09/08/2020 What We Hide, One Darden Week, University of Virginia
09/04/2020 Business Ethics Club Kickoff Panel, University of Virginia
08/19/2020 Mini TED Talk to the Darden Class of 2022, University of Virginia
08/10/2020 UVA Foundation, University of Virginia
08/04/2020 Speaking Up for International Students, University of Virginia
06/15/2020 The Gloaming Hour of Poetry, University of Virginia
06/02/2020 Darden Admission Panel, University of Virginia
05/01/2020 Board Fellows Workshop, University of Virginia
04/28/2020 Poets and Quants Admission Panel
04/23/2020 “The Guest House” Session, University of Virginia
04/22/2020 “A Professor and a Playlist”, University of Virginia
04/01/2020 GWIB Gender Equity Week, University of Virginia
11/20/2019 Darden Stories Storyteller, University of Virginia
11/15/2019 GWIB Conference, Best Self Workshop, University of Virginia
10/04/2019 Gendered Marketing Talk, Diversity Conference, University of Virginia
10/01/2019 Tech Talk, Technology Club, University of Virginia
09/05/2019 Panel Discussion, One Darden Week, University of Virginia
08/21/2019 Mini TED Talk to the Darden Class of 2021, University of Virginia
08/19/2019 Diversity Case Discussion, University of Virginia
04/26/2019 Darden Alumni Day, University of Virginia
04/16/2019 PhD Panel, University of Virginia
04/02/2019 GWIB Gender Equity Week, University of Virginia
02/08/2019 Panelist at the Darden Days, University of Virginia
01/23/2019 Fireside Impact Stories, Net Impact Week, University of Virginia
10/24/2018 Resilience Week, University of Virginia
10/19/2018 Darden GWIB Conference, University of Virginia
10/01/2018 Tech Talk, Technology Club, University of Virginia
08/21/2018 Mini TED Talk to the Darden Class of 2020, University of Virginia
04/27/2018 Darden Alumni Days, University of Virginia
04/03/2018 GWIB Gender Equity Week, University of Virginia
11/01/2017 Tech Talk, Technology Club, University of Virginia

10/24/2017 Panelist at the Building Resilience Event, University of Virginia
 10/10/2017 Host for Leadership Speaker Series with COCA Cola's former Chairman and CEO
 Muhtar Kent, University of Virginia
 10/25/2016 Unsolved Mysteries in Business Series, University of Virginia
 06/02/2016 Webinar for the Alumni, University of Virginia
 03/31/2016 HackCville, Charlottesville, VA

ENGAGEMENT WITH PRACTICING MANAGERS

Consulting Engagements

2006 – Anheuser Busch
 Australian National Bank
 Behavioral Insights Team (US and UK Governments)
 Bill and Melinda Gates Foundation
 Boston Symphony
 Campbell's Soup
 Canadian Government
 Capital One
 GlobalGiving
 In Vivo BVA (Germany and France)
 Live Arts
 Southern Regional Education Board
 US Chamber of Commerce

Invited Presentations to Executives and General Public

11/12/2020 Brand Academy, Istanbul, Turkey
 11/11/2020 Brand Week, Istanbul, Turkey
 11/10/2020 Charlottesville Women in Tech Keynote, Charlottesville, VA
 07/29/2020 Behavioural Insights Team, Nudge Unit, UK
 06/16/2020 United Nations Global Compact Leaders Panel
 05/28/2020 IDEAS to Action Podcast, University of Virginia
 05/09/2020 Customer Insights Conference, Yale School of Management*
 *postponed due to COVID-19
 04/16/2020 MediaCat Live Interview, Istanbul, Turkey
 11/08/2019 Brand Academy, Istanbul, Turkey
 11/06/2019 Brand Week, Istanbul, Turkey
 06/26/2019 US Chamber of Commerce, Washington D.C.
 10/22/2018 Board Meeting Session #2, LiveArts, Charlottesville, VA
 09/25/2018 Board Meeting Session #1, LiveArts, Charlottesville, VA
 10/10/2017 Host for Leadership Speaker Series with COCA Cola's former Chairman and CEO
 Muhtar Kent, University of Virginia
 09/23/2017 ESTEAM Summit, Charlottesville, VA
 05/12/2017 Behavioral Economics Summit, Capital One, McLean, VA
 03/14/2017 Behavioral Economics Summit, Capital One, Chicago, IL
 11/11/2016 TEDxCharlottesville, VA

- 08/01/2016 Behavioral Economics Roundtable, Marketing Science Institute, Boston, MA
- 06/02/2016 Webinar for the Alumni, University of Virginia
- 03/31/2016 HackCVille, Charlottesville, VA
- 03/07/2015 Arterveners Conference, Social Justice Art Conference, Durham, NC
- 02/27/2015 Speaking of Travel with Marilyn Ball, Asheville, NC
- 02/04/2015 Workshop for Financial Service Providers, Duke University
- 03/27/2014 Chapel Hill Public Library, Chapel Hill, NC
- 03/11/2014 Bill and Melinda Gates Foundation Teacher Effectiveness Meeting
- 09/17/2013 Campbell's Soup Market Research Summit, Philadelphia, PA
- 09/15/2013 North Carolina School of Science and Mathematics, Durham, NC
- 06/26/2013 Einladung Marketing Talk, In Vivo BVA, Düsseldorf, Germany
- 05/22/2013 Southern Regional Education Board, Atlanta, GA
- 04/11/2013 Les Printemps des Etudes, Palais Brongniart, Paris, France
- 04/04/2013 Breakthrough Marketing Insights from Consumer Science Conference, In Vivo BVA, Paris, France
- 03/18/2013 Winning at First Moment of Truth Marketing Roundtable, In Vivo BVA, NY
- 02/12/2013 Science Cafe at the Museum of Life and Science, Durham, NC
- 11/12/2012 Market Research Event, Boca Raton, FL

Other Industry Experience

- 2006 **Brand Planning Intern**
Arnold Worldwide Advertising, Boston, MA
- 2005 **Intern at the Strategic Planning and Creative Departments**
McCann World Group Advertising, Istanbul, Turkey
- 2005 **Brand Manager**
Fenerium Marketing, Istanbul, Turkey

SELECTED MEDIA COVERAGE

- 63. ["Everything's Canceled, But Consumers Still Fear Missing Out,"](#) *Radio IQ WVTF*, June 24, 2020.
- 62. ["Q&A: How 'FOMO' Changed Shape During Quarantine,"](#) *UVA Today*, June 23, 2020.
- 61. ["Playing Favorites: When Kindness Toward Some Means Callousness Toward Others,"](#) *National Public Radio*, June 8, 2020.
- 60. ["Seeking Trust and Meaning: Consumers and Brands During \(And After\) COVID-19,"](#) *UVA Darden Ideas to Action*, May 28, 2020.
- 59. ["Bu Çöküşün Normalleşmesi Zaman Alacak,"](#) *MediaCat*, April 28, 2020.
- 58. ["Heyecan Verici Sohbetler: Lalin Anik,"](#) *MediaCat*, March 6, 2020.
- 57. ["Why Darden's Professors Are The Best MBA Teachers On the Planet,"](#) *Poets & Quants*, February 16, 2020.
- 56. ["In Romance, Special Treatment Might Be More Important Than Kindness,"](#) *UVA Today*, February 13, 2020.
- 55. ["Meet UVA's Latest MBA Professor of the Year, Lalin Anik,"](#) *UVA Today*, January 14, 2020.

54. [“P&Q’s Favorite MBA Professors of 2019,”](#) *Poets & Quants*, January 8, 2020.
53. [“Meet Virginia Darden’s MBA Class of 2021,”](#) *Poets & Quants*, December 14, 2019.
52. [“Study: Money Doesn’t Buy Happiness – Or Spur Generosity,”](#) *UVA Today*, December 18, 2019.
51. [“Meet One of Darden’s Superstar Professors,”](#) *Poets & Quants*, November 19, 2019.
50. [“Industries in Focus: Where Darden Grads Go to Do Their Best Work,”](#) *News Wise*, October 10, 2019.
49. [“UVA Study IDs People Most Likely to Donate,”](#) *WVTF*, September 24, 2019.
48. [“The Best Way for Couples to Create Quality Time Together,”](#) *Psychology Today*, September 20, 2019.
47. [“Bronco, Bryces and More Share Favorite Tailgating Tips Ahead of Home Opener,”](#) *UVA Today*, September 5, 2019.
46. [“Under the Influence: Influencer Marketing,”](#) *News Wise*, August 5, 2019.
45. [“Brand Citizenship: Consumer Expectations and Societal Shifts Drive Brands Taking Stands,”](#) *News Wise*, July 22, 2019.
44. [“Beauty Startup Co-founders Turners UVA Darden Students Show B-School and Venture Growth Make Beautiful Match,”](#) *News Wise*, January 23, 2019.
43. [“Darden Study: Video Replay Negatively Impacts Soccer Fans’ View of Referees,”](#) *UVA Today*, August 28, 2018.
42. [“Instagram and Tinder Go Back to School with Features Just for College Kids,”](#) *CNN Business*, August 27, 2018.
41. [“A General Theory of Coolness,”](#) *ET Brand Equity*, January 31, 2018.
40. [“UVA Mentors Join Community Leaders in Event Supporting Girls in STEM,”](#) *UVA Today*, September 25, 2017.
39. [“Q&A: A Darden Professor’s Guide to Creating ‘Cool,’”](#) *UVA Today*, September 27, 2017.
38. [“Darden Professor, Alumnus Examine Personal and Professional Change at TEDx Charlottesville,”](#) *Darden School of Business News*, November 15, 2016.
37. [“#UVALOVESTORY,”](#) *UVA Today*, February 12, 2016.
36. [“Why You’d Never Buy the Perfect Ring \(and Other Valentine’s Day Stories\),”](#) *Hidden Brain NPR*, February 9, 2016.
35. [“Lalin Anik – The Native Society,”](#) *The Native Society*, October 21, 2015.
34. [“The New Faculty Faces At the Top Business Schools,”](#) *Poets & Quants*, October 14, 2015.
33. [“Why the U.S. Government is Embracing Behavioral Science,”](#) *Harvard Business Review*, September 18, 2015.
32. [“Matchmakers Are Happier Than Non-Matchmakers Research Shows,”](#) *National Public Radio*, August 13, 2015.
31. [“A Charitable Pitch That Gets You To Give More,”](#) *Wall Street Journal*, December 10, 2014.
30. [“The Business of Behavioral Economics,”](#) *Forbes*, August 11, 2014.
29. [“Creating a Better Fundraising Model for Non-Profits,”](#) *Fuqua School of Business Feature Stories*, May 16, 2014.
28. [“Making Matches a Route to Happiness,”](#) *The Duke Chronicle*, February 19, 2014.
27. [“Having the worst Valentine’s Day ever? New studies suggest a few tips to turn things around,”](#) *National Post*, February 14, 2014.
26. [“Happy Valentine’s Day: Matchmaking Carries Its Own Rewards,”](#) *Harvard Business School News*, February 13, 2014.

25. [“Why Playing Matchmaker Has Huge Happiness Benefits \(for You!\),”](#) *Brides*, February 13, 2014.
24. [“Creating a Better Fundraising Model for Non-Profits”,](#) *Fuqua School of Business Feature Stories*, February 12, 2014.
23. [“To Find Happiness This Valentine's Day, Set Someone Else Up on a Date \(Pick Me, Pick Me!\)”,](#) *Glamour*, February 12, 2014.
22. [“Valentine’s Day is For Cupid, Not Couples,”](#) *Yahoo Health*, February 11, 2014.
21. [“Be a Matchmaker this Valentine's for Super Joy,”](#) *India Today*, February 11, 2014.
20. [“Valentine’s Day Matchmaking Could Bring More Happiness to Matchmaker Than It Does to Couples,”](#) *Medical Daily*, February 10, 2014.
19. [“How Bosses Can Increase Job Satisfaction,”](#) *British Psychological Society*, October 25, 2013.
18. [“Forær din bonus væk og bliv mere produktiv,”](#) *Danish Trade Union Magazine*, October 23, 2013.
17. [“The Price of Greed,”](#) *Scientific American*, October 17, 2013.
16. [“Reaping the Rewards of Giving,”](#) *Human Resource Executive*, October 17, 2013.
15. [“Why your next bonus might be given to charity,”](#) *Australian Financial Review*, October 10, 2013.
14. [“Être heureux et performant au travail? C'est ultrasimple!”](#) *Les Affaires*, September 25, 2013.
13. [“Bonuses That Go to Charity Can Boost Job Satisfaction, Study Says,”](#) *LA Times*, September 19, 2013.
12. [“Does Donating Bonus Money Make Folks Happy?”](#) *Philly.com*, September 18, 2013.
11. [“Shifting Employee Bonuses from Self to Others Increases Satisfaction and Productivity at Work,”](#) *Science Daily*, September 18, 2013.
10. [“The Pursuit of Happiness in the Workplace,”](#) *Financial Times*, May 19, 2013.
9. [“The Link Between Doing Good and Team Performance,”](#) *The Glass Hammer*, May 17, 2013.
8. [“The Best Bonus is The One You Can’t Spend on Yourself,”](#) *Bloomberg Businessweek*, May 15, 2013.
7. [“How to Make a Happy, Productive Banker?”](#) *Financial News*, February 22, 2013.
6. [“Can money buy happiness?”](#) *ASAPScience*, December 20, 2012.
5. [“The Truths Behind Why People Give,”](#) *Fundraising Success*, June 1, 2012.
4. [“Give It Away,”](#) *The Dish*, August 21, 2011.
3. [“What’s Better Than a Bonus? Prosocial Incentives – The Bonus You Give Away,”](#) *Washington Post*, August 15, 2011.
2. [“The Power of Optimism,”](#) *CBS News*, February 24, 2011.
1. [“Procrastination in the Faculty of Health News, York University,”](#) *York University Health Blog*, July 29, 2009.

OTHER EDUCATION

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|------|---|
| 2017 | Course Design Institute at the Center for Teaching Excellence
University of Virginia, Charlottesville, VA |
| 2009 | Summer Institute in Social Psychology
Northwestern University, Evanston, IL |

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

OTHER ACTIVITIES

1992 – **Competitive Swimmer**
2006 Member of Turkish National Team (3 National Records, and 2 European medals),
Brandeis University Swimming and Diving Team (over 15 university and pool records), Captain of ENKA and Fenerbahçe Swimming Teams

1998 – **Swimming Coach**

Hobbies

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

Languages

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