

CHIA-JUNG TSAY

UCL School of Management
University College London
1 Canada Square London E14 5AB UK
c.tsay@ucl.ac.uk

EDUCATION

Harvard University

Harvard Business School Ph.D. in Organizational Behavior and Psychology (2012)
Graduate School of Arts & Sciences with a secondary Ph.D. Field in Music
Graduate School of Arts & Sciences M.A. in Social Psychology (2009)
Graduate School of Arts & Sciences M.A. in History of Science (2004)
Harvard College B.A. in Psychology (2004), Phi Beta Kappa
magna cum laude with highest honors in psychology

Johns Hopkins University

Peabody Conservatory M.Mus. in Piano Performance (2006)
M.Mus. in Piano Pedagogy (2006)

The Juilliard School

Pre-College Diploma in Piano Performance (2000)

ACADEMIC APPOINTMENTS

University College London

School of Management

Associate Professor of Organisational Behaviour 2017–present
Assistant Professor of Organisational Behaviour 2012–2017

University of Pennsylvania

The Wharton School, Management Department

Visiting Assistant Professor of Management 2014–2015

RESEARCH INTERESTS

Judgment and Decision Making, Social Cognition, Performance, Expertise, Communication, Entrepreneurship, Policy, Negotiations, Performing Arts, Human Capital Management, Ethics

PEER-REVIEWED PUBLICATIONS

Tsay, C. & Silva, C. (in press). Harmful attributions: The role of mind perception. *Journal of Social and Clinical Psychology*.

Barak-Corren, N., Tsay, C., Cushman, F., & Bazerman, M. (2018). If you're going to do wrong, at least do it right: The surprising effect of considering two moral dilemmas at the same time. *Management Science*, 64(4), 1528-1540.

Buell, R., Kim, T., & Tsay, C. (2017). Creating reciprocal value through operational transparency. *Management Science*, 63(6), 1673–1695.

Tsay, C. (2016). Privileging naturals over strivers: The costs of the naturalness bias. *Personality and Social Psychology Bulletin*, 42(1), 40–53.

- Tsay, C. (2014). The vision heuristic: Judging music ensembles by sight alone. *Organizational Behavior and Human Decision Processes*, 124(1), 24–33.
- Bazerman, M. H., Gino, F., Shu, L. L., & Tsay, C. (2014). The power of the cognition/emotion distinction for morality. *Emotion Review*, 6(1), 87–88.
- Tsay, C. (2013). Sight over sound in the judgment of music performance. *Proceedings of the National Academy of Sciences*, 110(36), 14580–14585.
- Milkman, K., Mazza, M., Shu, L., Tsay, C. & Bazerman, M. (2012). Policy bundling to overcome loss aversion: A method for improving legislative outcomes. *Organizational Behavior and Human Decision Processes*, 117, 158–167.
- Tsay, C. & Banaji, M. (2011). Naturals and strivers: Preferences and beliefs about sources of achievement. *Journal of Experimental Social Psychology*, 47, 460–465.
- Tsay, C. Shu, L., & Bazerman, M. (2011). Naiveté and cynicism in negotiations and other competitive contexts. *The Academy of Management Annals*, 5(1), 495–518.
- Bazerman, M. H., Gino, F., Shu, L. L., & Tsay, C. (2011). Joint evaluation as a real world tool for managing emotional assessment of morality. *Emotion Review*, 3(3), 290–292.

OTHER PUBLICATIONS

- Tsay, C. (2018, January 29). Professor's picks: Recommendations of useful *FT* articles. *The Financial Times*.
- Tsay, C. (2016, December 7). How our hidden preference towards natural talent leads to biased hiring [Digital article]. *Association of MBAs (AMBA)*.
- Tsay, C. (2016). When we look at achievements through the prism of natural ability, we have a tendency to overestimate ratings. *Harvard Business Review (Poland)*, 163.
- Tsay, C. (2016, July 7). Our in-built biases mean we'll dismiss the better hire just because someone else seems naturally gifted. *City A.M.*
- Kaufman, S. & Tsay, C. (2016). People favor naturals over strivers — even though they say otherwise [Digital article]. *Harvard Business Review*.
- Buell, R., Kim, T., & Tsay, C. (2014). Cooks make tastier food when they can see their customers. *Harvard Business Review*, 92(11), 800.
- Tsay, C. & Bazerman, M. (2011). Future directions for negotiations. In B. Goldman & D. Shapiro (Eds.), *The psychology of negotiations in the 21st century workplace: New challenges and new solutions (SIOP Frontier series)*. New York: Psychology Press/Routledge.

Shu, L., Tsay, C. & Bazerman, M. (2011). Cognitive, affective, and special-interest barriers to policy making. In J. I. Krueger (Ed.), *Frontiers in social psychology: Social judgment and decision making* (pp. 243–259). Philadelphia: Psychology Press.

Tsay, C. & Bazerman, M. (2009). A decision-making perspective to negotiation: A review of the past and a look into the future. *Negotiation Journal*, 25(4), 467–480.

CONFERENCE PROCEEDINGS

Tsay, C. (2010). Neither vetted nor vouched: Online consumer behavior and reputation systems in high-risk social networks. In M. Meloy & A. Duhachek (Eds.), *Advances in Consumer Psychology* (pp. 230). St. Pete, FL: Society for Consumer Psychology.

Tsay, C. & Banaji, M. (2010). She's a natural!: From mere label to actualized consumer preference. In M. Campbell, J. Inman, & R. Pieters (Eds.), *Advances in Consumer Research* (pp. 130–133). Duluth, MN: Association for Consumer Research.

CHAired SYMPOSIA

Anik, L. & Tsay, C. (2010). Symposium Co-Chairs. *Me and you and everyone we know: A story of value creation in social networks*. Society for Consumer Psychology Conference, St. Pete, FL. Other speakers: Jonah Berger, Andrew Stephen.

Tsay, C. & Anik, L. (2009). Symposium Co-Chairs. *Branding challenges and possibilities in the music industry*. Association for Consumer Research North American Conference, Pittsburgh, PA. Other speakers: Vijaykumar Krishnan, James J. Kellaris.

SELECTED CONFERENCE PRESENTATIONS

The power of “naturalness” and narratives. 1st Mindsets & Organisational Transformation Conference at London Business School. London, UK, 2019.

The vision heuristic and non-conscious biases in judgments of performance. Research conference on the occasion of the 500 years Reformation Anniversary. Wittenberg, Germany, 2017.

Employee effort in start-ups: Evidence from online experiments. INSEAD Doriot Entrepreneurship Conference. Fontainebleau, France, 2017.

Visual dominance in judgment: Visuals over value propositions in evaluations of entrepreneurial pitches. INSEAD Doriot Entrepreneurship Conference. Fontainebleau, France, 2017.

Employee effort in start-ups: Evidence from an on-line experiment. Wharton People and Organizations Conference. Philadelphia, PA, 2016.

Tackling unethical behaviors in organizations: understanding antecedents and unintended costs (Symposium). Academy of Management Annual Meeting, Anaheim, CA, 2016.

The power of visual information in the judgment of music performance. ISA Science, Reichenau, Austria, 2016.

The dark side of codes of ethics: Hidden costs for employee creativity. International Society for Justice Research, Kent, UK, 2016.

The dark side of codes of ethics: Hidden costs for employee creativity. International Association for Conflict Management, New York, NY, 2016.

Creating reciprocal value through operational transparency. INFORMS, Philadelphia, PA, 2015.

Creating reciprocal value through transparency. Society for Consumer Psychology Conference, Phoenix, AZ, 2015.

Creating reciprocal value through operational transparency. 10th Annual Behavioral Operations Conference at Cornell, Ithaca, NY, 2015.

The impact of visual cues on the judgment of performance. 20th Annual Wharton OB Conference, Philadelphia, PA, 2014.

Aesthetic judgment and the senses. Cognitive Science Society, Quebec, Canada, 2014.

Operational transparency improves service quality and efficiency. MSOM Service Management SIG Conference, Seattle, WA, 2014.

Deliberating over moral intuitions: The counter-intuitive effects of considering two moral dilemmas at the same time. Behavioral Legal Studies – Cognition, Motivation and Moral Judgment Conference, Jerusalem, 2014.

Operational transparency improves service quality and efficiency. POMS, Atlanta, GA, 2014.

Operational transparency in face-to-face settings: The effects on customers and employees. INFORMS, Minneapolis, MN, 2013.

The vision heuristic: Judging music ensembles by sight alone. Academy of Management Annual Meeting, Boston, MA, 2012.

The impact of visual cues on the judgment and perceptions of music performance. International Conference on Music Perception and Cognition, Thessaloniki, Greece, 2012.

The impact of nonverbal cues on perceptions of performance. Society for Personality and Social Psychology Annual Meeting, Nonverbal Behavior Preconference, San Diego, CA, 2012.

Faster than the speed of sound: Sight over sound in the judgment of music performance. Max Planck Institute for Human Development, Berlin, Germany, 2011.

The vision heuristic: The dominance of motion and emotion in judgments of performance. 11th Trans-Atlantic Doctoral Conference at London Business School, London, UK, 2011.

Naturals and strivers: Choices, preferences, and beliefs about sources of achievement. Academy of Management Annual Meeting, Montreal, Canada, 2010.

The costs of the naturalness bias. 10th Trans-Atlantic Doctoral Conference at London Business School, London, UK, 2010.

Neither vetted nor vouched: Online consumer behavior and reputation systems in high-risk social networks. Society for Consumer Psychology Conference, St. Pete, FL, 2010.

Managing reputation systems and reciprocity: Value creation and entry points in social networks. 3rd Management and Social Networks Conference, Annecy, France, 2009.

“She's a Natural!”: From mere label to actualized consumer preference. Association for Consumer Research North American Conference, Pittsburgh, PA, 2009.

Naturals and strivers: Beliefs and behavior about innate versus learned sources of achievement. Academy of Management Annual Meeting, Chicago, IL, 2009.

Signaling trust and assessing trustworthiness in online social networks. 9th Trans-Atlantic Doctoral Conference at London Business School, London, UK, 2009.

Value creation in online social networks. Inter-Ivy Sociology Symposium, NY, NY, 2009.

Sources of achievement: Striving vs. naturalness. 8th Trans-Atlantic Doctoral Conference at London Business School, London, UK, 2008.

Privileging innate over acquired ability in perceptions of achievement. Harvard Psychology Department Research Seminar on Social Psychology, Cambridge, MA, 2008.

ACADEMIC AWARDS AND HONORS

- 99th percentile of all articles ever tracked by Altmetric for research impact, 2013–present
- Association for Psychological Science (APS) Rising Star, 2018
- Featured in MacArthur Fellow Angela Duckworth's *New York Times* bestseller *Grit*, 2016
- Wyss Award for Excellence in Doctoral Research, Harvard Business School, 2011–2012 (awarded annually to 3-4 graduating doctoral candidates across all fields)
- SEMPRE/ICMPC Young Researcher Award (awarded annually to 1–2 junior scholars across field), International Conference on Music Perception and Cognition, 2012
- Program on Negotiation Graduate Research Fellowship, Harvard Law School, 2011–2012
- Invited Fellow and Best Poster Award, Max Planck Institute, 2011
- Kauffman Foundation Grant, Smith Entrepreneurship Doctoral Consortium, 2011
- Best Paper Award in Organizational Behavior, TADC at London Business School, 2008
- Hoopes Prize (awarded for outstanding scholarly research), Harvard University, 2004
- All-USA College Academic First Team (one of twenty selected nationwide), 2004

- John Harvard Scholarship for Academic Achievement of the Highest Distinction, Harvard University, 2001–2002, 2002–2003, 2003–2004
- National Merit Scholar, 2000–2004
- Robert C. Byrd Honors Scholar, 2000–2004
- Coca-Cola National Scholar (one of fifty-two selected nationwide), 2000–2004
- All-USA High School Academic First Team (one of twenty selected nationwide), 2000
- Advanced Placement National Scholar, 2000
- Advanced Placement New York State Scholar (one of two selected per state), 2000
- Intel Science Talent Search Semifinalist, 2000

SELECTED MEDIA APPEARANCES

ABC, AOL News, APA Monitor, Ars Technica, the Atlantic, the Australian, BBC, the Boston Globe, Business Insider, CBC, Chicago Tribune, the Economist, the Daily Mail, Der Spiegel, Der Standard, Deutsche Welle, Die Presse, Die Welt, Die Zeit, Discover Magazine, El País, Fast Company, Financial Times, Fox Business, Forbes, Frankfurter Allgemeine Zeitung, Freakonomics.com, Gramophone, Haaretz, Harvard Business Review, Harvard Gazette, the Huffington Post, International Business Times, Irish Times, Le Figaro, Le Monde, Le Soir, Le Temps, Los Angeles Times, National Affairs, Nature, NBC, New York Magazine, NPR, ORF, Psychology Today, Radio France, Salon, Science Daily, Scientific American, Slate, Strad, the Telegraph, TIME, the Times, Wall Street Journal, Washington Post, Wired, Wirtschaftswoche

SEMINARS AND LECTURES

2018-2019

Behavioural Insights Team, Behavioural Science for Policy Seminar Series
 Benchmark for Business, business practitioner conference
 HEC Paris, Management & Human Resources
 LiGHT Leadership, Leadership Insights Conference
 Parity Partners, Trimester Talk Series
 SGH Warsaw School of Economics, Negotiations Conference
 SGH Warsaw School of Economics, Negotiations Workshop
 SKEMA Business School, Innovation Group
 UK Department for International Trade, Trade Policy Group
 UK Department for International Trade, DIT Policy Profession Speaker Series
 UK Department for International Trade, DIT Policy School
 Welsh Government, All Wales Public Service Leadership Winter School

2017-2018

Asia Europe Business School, AEBS Lecture Series
 Asia School of Business, ASB Research Seminar Series
 CEIBS, Management Department
 CUHK SZ, School of Management and Economics
 City University of London, Department of Psychology
 Enrollment Management Association, EMA Annual Conference
 ETH Zurich, Global Negotiation Conference
 European School of Management and Technology, Seminar Series

Groupe d'Analyse et de Théorie Economique, Behavioral Economics Seminar Series
 Harvard University, Behavioral Insights Group
 Hong Kong University of Science and Technology, Division of Social Science
 International Federation of Red Cross and Red Crescent Societies
 Nanyang Business School, Division of Strategy, Management and Organization
 National Taiwan University, School of Management
 National University of Singapore, Management & Organisation
 Northeastern University, School of Business Administration
 NYU Shanghai, CBER Research Seminar Series
 NYU Shanghai, Faculty Seminar Series
 OECD, Talent Management and Analytics Group
 RMIT Vietnam, Business Talk Series
 Royal Institution, Ri Patrons Present Series
 ShanghaiTech University, Behavioral Science/JDM Seminar Series
 Tilburg University, Strategy & Organization Group
 Trinity College Dublin, Trinity Business School
 Tsinghua University, Faculty Salon
 United States Military Academy, West Point Negotiation Project
 University College Dublin, School of Business
 University of Tokyo, Graduate School of Education

2016-2017

Belarusian State University, Business Seminar
 Chartered Institute of Personnel and Development, Annual Conference
 Chartered Institute of Personnel and Development, Scotland Conference
 Curtis Institute of Music, Careers in Music Speaker Series
 ESSEC Business School, Management Department
 Fast Growth Icons, entrepreneurship conference
 Harvard University, Behavioral Insights Group
 London School of Economics and Political Science, Organisational Behaviour Group
 New School, Liberal Arts College
 Parsons School of Design
 Welsh Government, All Wales Public Service Leadership Summer School

2015-2016

Benchmark for Business, business practitioner conference
 Cass Business School, Seminar Series
 Ludwig-Maximilians-Universität München, Institute for Leadership & Org.
 NVIDIA, Marketing Speaker Series

2014-2015

Atom Factory, SMASHD LABS startup accelerator Demo Day
 Children's Hospital of Philadelphia, Intellectual/Dev. Disabilities Research Center
 New York University, Department of Management & Organizations
 University of Pennsylvania, Institute for Research in Cognitive Science
 University of Pennsylvania, Organizational Behavior Conference

2013-2014

Association of British Orchestras, ABO Concert & Orchestra Managers Meeting
 Audio Engineering Society, International AES Convention
 London Business School, Organisational Behaviour group
 McMaster University, School of the Arts
 Queen Mary University of London, School of Electronic Eng. & Computer Sci.
 Royal College of Music, Centre for Performance Science
 Technische Universität München, Research and Science Management
 Technische Universität Wien, Institute of Computer Aided Automation
 Université Pierre et Marie Curie, Institut Jean le Rond d'Alembert
 University of Cambridge, Social and Developmental Psychology seminar series
 University of Copenhagen, Center for Visual Cognition
 University of Sussex, Business School
 Vienna University of Economics and Business, Institute for International Business

2012-2013

European School of Management and Technology, OB Conference
 Royal Academy of Music, Research Symposium
 Royal Academy of Music, Research Seminar
 University College London, Department of Security and Crime Science
 University College London, Department of Cognitive Perceptual & Brain Sciences
 University College London, Social Cognition Conference

2011-2012

Bocconi University, Department of Management and Technology
 INSEAD, Organisational Behaviour
 National Endowment for the Arts, Office of Research & Analysis
 University College London, School of Management
 Brown University, Department of Music

2010-2011

Conservatoire National Supérieur de Musique et de Danse
 École Normale Supérieure, Department of Cognitive Studies
 EM Lyon Business School, Seminar Series
 Smithsonian Institution, Center for Folklife and Cultural Heritage
 Universität für Musik und darstellende Kunst Wien, Institute for Music Sociology
 University of East Anglia, Norwich Business School
 University of Geneva, Social Psychology Unit
 University of Lausanne, Institute of Psychology
 University of Oxford, Department of Engineering Science
 University of Vienna, Faculty of Psychology

ACADEMIC SERVICE

Founding co-director, UCL/Behavioural Insights Team Joint PhD, 2018–present
 Founding organizer, UCL School of Management PhD Presentation Skills Group, 2019–present
 Organizer, inaugural London Behavioural Science for Policy seminar series at UCL, 2019
 Invited speaker, UCL School of Management PhD Writing Group, 2019

Presenter, inaugural UCL School of Management PhD Research Lunch, 2019
 PhD admissions committee, UCL School of Management, 2012–2019
 Faculty recruitment panel, UCL School of Management, 2012–2018
 Teaching committee, UCL School of Management, 2016–2017
 Founding OB/Strategy Seminar Series coordinator, UCL School of Management, 2012–2014
 Grant application panel/reviewer, Israel Science Foundation, 2018; Academy of Finland Research Council for Culture and Society, 2016
 Ad hoc reviewer, *Organization Science*; *Organizational Behavior & Human Decision Processes*; *Psychological Science*; *Journal of Experimental Social Psychology*; *Journal of Behavioral Decision Making*; *PLOS ONE*; *Psychological Reports*; *European Journal of Social Psychology*; *Frontiers in Cognitive Science*; *Frontiers in Neuroscience*
 Faculty Mentorship Award committee, Harvard Business School, 2009–2012

TEACHING INTERESTS

Negotiations, Managerial Decision Making, Entrepreneurship, Organizational Behavior, Methods

TEACHING EXPERIENCE

Negotiations and Decision Making

- *UCL School of Management, UCL*: MSc Management program, 2012–present
 Course evaluations achieved: 4.9/5
 Highest rated instructor, Dept. of Management Science & Innovation
 Voted the most popular lecturer for the UCL Master of Management program
- *Saïd Business School, University of Oxford*: Executive Education program, 2018–present
 Course evaluations achieved: 4.9/5
- *Saïd Business School, University of Oxford*: MBA program, 2017–present
 Course evaluations achieved: 4.9/5
 Ranked in top 10% of all courses, Saïd Business School, University of Oxford
- *Kenan-Flagler Business School, UNC Chapel Hill*: MBA@UNC, 2017–present
- *Tsinghua University*: MBA program, 2017–present
- *NYU Shanghai*: Undergraduate program, 2017–2018
- *Wharton School, University of Pennsylvania*: MBA program, 2014–2015

Research Advising

- Nuria Tolsa-Caballero, SOM/BIT PhD supervisor, UCL, 2018–present
- Lishi Tan, OB PhD supervisor, UCL, 2018–present
- Emily Hoh, BSc supervisor, UCL, 2018–2019 (winner of dept. thesis presentation award)
- Mel Hua, PhD supervisor, UCL, 2016–2018; upgrade panel, UCL, 2018–2019
- Wilma Latuny, PhD thesis committee member, Tilburg University, 2016–2017
- George Waddell, PhD secondary supervisor, Royal College of Music, 2013–2014

Other Teaching

- Teaching fellow, Harvard School of Engineering & Applied Sciences, 2008–2010
- Faculty in liberal arts, Peabody Conservatory, Johns Hopkins University, 2006–2007
- Instructor, Johns Hopkins University Center for Talented Youth, 2004

PROFESSIONAL AFFILIATIONS

Academy of Management	Society for Judgment & Decision Making
Behavioral Science & Policy Association	Society for Personality & Social Psychology

OTHER SERVICE

Moderator, Negotiations panel, Annual Wharton Women in Business Conference, 2014
 Departmental representative, University College London publicity videos, 2014
 Invited speaker, UCL Open Access Research informational videos, 2014
 Invited speaker, Bartlett Urban Planning Society Workshop Series, 2014
 Invited speaker, University College London Diversity Training videos, 2013
 Selection committee, All-USA College Academic Team, 2005–2007

PROFESSIONAL MUSIC EXPERIENCE AND HONORS

- Performances at Carnegie Hall, Lincoln Center, the Kennedy Center, Faneuil Hall
- Collaborations with U.S. and foreign embassies, the U.S. Department of State, Coca-Cola
- Palace recital commemorating the Presidency of the European Union
- Recording at Steinway Hall featured in a documentary televised by The Learning Channel
- Service (hospital performances, benefit concerts, lessons for disadvantaged youth)
- Board of Trustees, Boston Classical Orchestra, 2007–2011

OTHER PROFESSIONAL EXPERIENCE

- Market research, AEFPE USA
- Financial research and broadcast writing, CNN
- Fundraising and development, Council of Fashion Designers of America
- Medical research, Harvard Medical School
- Clinical services, Johns Hopkins Hospital

OTHER

- U.S. citizen; based in London and New York
- Bilingual in English and Mandarin Chinese