

# VANESSA K. BOHNS

## *Curriculum Vitae*

Department of Management Sciences  
Faculty of Engineering  
University of Waterloo  
200 University Avenue West  
Waterloo, ON, Canada N2L 3G1  
vbohns@uwaterloo.ca

### EDUCATION

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Ph.D., Social Psychology, Columbia University, New York, NY (Advisor: Tory Higgins)	2008
M.Phil., Social Psychology, Columbia University, New York, NY	2007
M.A., Social Psychology, Columbia University, New York, NY	2005
B.A., Psychology, Brown University, Providence, RI	2000

### ACADEMIC APPOINTMENTS

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Assistant Professor of Organizational Behavior, Cornell University (ILR School), Ithaca, NY	2014-
Assistant Professor of Management Sciences, University of Waterloo, ON, Canada	2011-2014
Post-Doctoral Fellow, Rotman School of Management, University of Toronto, ON, Canada	2008-2011

### RESEARCH INTERESTS

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Social Influence; Egocentrism; Moral Emotions; Prosocial & Antisocial Behavior; Interpersonal Relations

### PUBLICATIONS

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#### *Journal Articles*

Bohns, V. K., Roghanizad, M. & Xu, A. (2014). Underestimating our influence over others' unethical behavior and decisions. *Personality and Social Psychology Bulletin*, 40, 348-362.

Newark, D., Flynn, F. & Bohns, V. K. (2014). Once bitten, twice shy: The effect of a past refusal on expectations of future compliance. *Social Psychological and Personality Science*, 5, 218-225.

Bohns, V. K. & Flynn, F. J. (2013). Underestimating our influence over others at work. *Research in Organizational Behavior*, 33, 97-112.

Bohns, V. K. & Flynn, F. J. (2013). Guilt by design: Structuring organizations to elicit guilt as an affective reaction to failure. *Organization Science*, 24, 1157-1173.

Bohns, V. K., Lucas, G. M., Molden, D. C., Finkel, E. J., Coolsen, M. K., Kumashiro, M., Rusbult, C. E. & Higgins, E. T. (2013). Opposites fit: Regulatory focus complementarity and relationship well-being. *Social Cognition*, 31, 1-14.

Gu, J., Bohns, V. K. & Leonardelli, G. J. (2013). Regulatory focus and interdependent economic decision-making. *Journal of Experimental Social Psychology*, 49, 692-698.

Bohns, V. K.\* & Wiltermuth, S. S.\* (2012). It hurts when I do this (or you do that): Posture and pain tolerance. *Journal of Experimental Social Psychology*, 48, 341-345. \*authors contributed equally

- Bohns, V. K. & Higgins, E. T. (2011). Liking the same things, but doing things differently: Outcome versus strategic compatibility in partner preferences for joint tasks. *Social Cognition*, 29, 497-527.
- Bohns, V. K., Handgraaf, M. J. J., Sun, J. M., Aaldering, H., Mao, C., & Logg, J. (2011). Are social prediction errors universal? Predicting compliance with a direct request across cultures. *Journal of Experimental Social Psychology*, 47, 676-680.
- Zhong, C., Bohns, V. K. & Gino, F. (2010). Good lamps are the best police: Darkness increases self-interested behavior and dishonesty. *Psychological Science*, 21, 311-314.
- Bohns, V. K. & Flynn, F. J. (2010). Why didn't you just ask? Underestimating the discomfort of help-seeking. *Journal of Experimental Social Psychology*, 46, 402-409.
- Flynn, F. J. & Lake (Bohns), V. K. B. (2008). If you need help, just ask: Underestimating compliance with direct requests for help. *Journal of Personality and Social Psychology*, 95, 128-143.

#### *Book Chapters*

- Leonardelli, G., Bohns, V. K. & Gu, J. Security seeking in a regulatory focus whodunit: The case of the relative orientation in behavioral economics. Forthcoming in P. J. Carroll, R. M. Arkin, & A. Wichman (Eds.) *The Handbook of Personal Security*. New York: Taylor & Francis.
- Bohns, V. K. & Flynn, F. J. (2015). Empathy gaps between helpers and help-seekers: Implications for cooperation. Forthcoming in Robert A. Scott and Stephen M. Kosslyn (Eds.), *Emerging Trends in the Social and Behavioral Sciences*. Hoboken, NJ: Wiley.
- Flynn, F. J. & Bohns, V. K. (2012). Underestimating one's influence in help-seeking. In D. T. Kenrick, N. Goldstein, & S. L. Braver (Eds.), *Six Degrees of Social Influence: Science, application, and the psychology of Robert Cialdini* (pp. 14-26). New York: Oxford University Press.

#### *Other Publications*

- Bohns, V. K. (February 9, 2014). Would you lie for me? Why we underestimate our own powers of persuasion. *The New York Times*.

## CONFERENCE PRESENTATIONS

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#### *Chaired Symposia*

- Rader, C. & Bohns, V. (August, 2014). Under- and over-estimating our influence over others at work. Symposium accepted at the annual meeting of the Academy of Management, Philadelphia, PA.

#### *Conference Talks*

- Bohns, V., Roghanizad, M. & Xu, A. (August, 2014). *I can't believe you agreed to that! Underestimating our influence over others' unethical behavior*. Paper to be presented in C. Rader and V. Bohns' (Co-Chairs), Under- and over-estimating our influence over others at work, symposium at the annual meeting of the Academy of Management, Philadelphia, PA.
- Bohns, V. & Flynn, F. (August, 2014). *The "Asking Tax": Different expectations for requested versus volunteered favors and concessions*. Paper to be presented in J. Schroeder's, (Chair), The pronounced impact of subtle factors in negotiations: Pre-meetings, handshakes, anger, and asking, symposium at the annual meeting of the Academy of Management, Philadelphia, PA.

- Bohns, V., Lucas, G., Molden, D., Finkel, E., Coolsen, M., Kumashiro, M.\* & Higgins, E.T. (February, 2014). *Promotion and Prevention in Love: Regulatory focus complementarity and relationship well-being*. Paper presented in M. Kumashiro and X. Arriaga's (Co-Chairs), Do we shape relationships or do relationships shape us, symposium at the Society for Personality and Social Psychology meeting, Austin, TX. \*alternate presenter
- Bohns, V., Lucas, G., Molden, D., Finkel, E., Coolsen, M., Kumashiro, M., Rusbult, C. & Higgins, E.T. (January, 2013). *Opposite fit: Regulatory focus complementarity and relationship well-being*. Paper presented in the Self-regulation Preconference data blitz, Society for Personality and Social Psychology, New Orleans, LA.
- Bohns, V. K. & Flynn, F. J. (August, 2012). *Guilt by design: Structuring organizations to promote guilt as an affective reaction to failure*. Paper presented at the annual meeting of the Academy of Management, Boston, MA.
- Bohns, V. K. & Flynn, F. J. (May, 2012). *The "Asking Tax": Help-recipients' expectations for volunteered versus requested help*. Paper presented at the eighth annual meeting of the Southern Ontario Behavioral Decision Research Conference, Waterloo, ON, Canada.
- Bohns, V. K. & Wiltermuth, S. S. (January, 2012). *Embodied power and complementarity in interpersonal interactions*. Paper presented in J. Martens and J. Tracy's (Co-Chairs), Pride, power, and social-status: The impact of expanded posture on self and others symposium at the annual meeting of the Society for Personality and Social Psychology, San Diego, CA.
- Bohns, V. K. & Wiltermuth, S. S. (January, 2012). *Intrapersonal effects of complementary nonverbal behaviors in interpersonal interactions*. Paper presented in the Nonverbal Behavior Preconference data blitz, Society for Personality and Social Psychology, San Diego, CA.
- Bohns, V. K. (May, 2011). *Are social prediction errors universal? Predicting compliance with a direct request across cultures*. Paper presented at the seventh annual meeting of the Southern Ontario Behavioral Decision Research Conference, Toronto, ON, Canada.
- Bohns, V. K. (August, 2009). *Strategic Compatibility in Social Relationships: The Case of Regulatory Focus Complementarity*. Paper presented in J. Gun and G. Leonardelli (Co-Chairs), Self-regulation and social interdependence symposium at the annual meeting of the Academy of Management, Chicago, IL.
- Bohns, V. K. (May, 2009). *Liking the Same Things, but Doing Things Differently: Outcome versus Strategic Compatibility*. Paper presented at the twelfth annual meeting of the Society for Interpersonal Theory and Research, Toronto, ON, Canada.
- Bohns, V. K. & Flynn, F. J. (November, 2006). *If you need something, just ask: Underestimating compliance with direct requests for help*. Paper presented at the annual meeting of the Society for Judgment and Decision Making, Houston, TX.
- Bohns, V. K. & Flynn, F. J. (February, 2006). *If you need something, just ask: Underestimating compliance with direct requests for help*. Paper presented at the annual meeting of the Social and Personality Four-College Conference (Columbia, NYU, Princeton, and Yale), New York, NY.

#### Poster Presentations

- Roghanizad, M. & Bohns, V. K. (November, 2013). *Estimating the effectiveness of computer-mediated help-seeking*. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Toronto, ON, Canada.
- Xu, A., Bohns, V. K., & Scholer, A. S. (November, 2013). *Motivational differences in aiming for narrow or wide goals*. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Toronto, ON, Canada.

- Bohns, V. K., Lucas, G. M., Molden, D., Finkel, E. J., & Higgins, E. T. (January, 2010). *Promotion and Prevention in Love: Moderators of Regulatory Focus Complementarity in Close Relationships*. Poster presented at the 11th annual meeting of the Society for Personality and Social Psychology, Las Vegas, NV.
- Bohns, V. K. & Flynn, F. J. (February, 2009). *Helpers and Help-Seekers Weigh the Costs and Benefits of Seeking Help Differently*. Poster presented at the 10th annual meeting of the Society for Personality and Social Psychology, Tampa, FL.
- Bohns, V. K. & Higgins, E.T. (February, 2008). *Similarity vs. Complementarity of Regulatory Focus in Dyadic Interactions: Who Fits Best When?* Poster presented at the 9th annual meeting of the Society for Personality and Social Psychology, Albuquerque, NM.
- Bohns, V. K. & Flynn, F. J. (August, 2007). *Why didn't you just ask? Overestimating the likelihood that others will ask for help*. Poster presented at the 19th annual meeting of the Association for Psychological Science, Washington, DC.
- Bohns, V. K., Appelt, K. C. & Higgins, E.T. (January, 2007). *Opposites Fit: Evidence for a complementarity effect of regulatory focus in dyadic interactions*. Poster presented at the 8th annual meeting of the Society for Personality and Social Psychology, Memphis, TN.
- Bohns, V. K., Struthers, K. & Higgins, E.T. (August, 2006). *Aspiration level as a regulatory strategy: Regulatory focus differences in goal emphasis*. Poster presented at the 18th annual meeting of the Association for Psychological Science, New York, NY.

#### INVITED TALKS

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- Cornell University, School of Industrial and Labor Relationships – November 2013
- University of Toronto Mississauga, Department of Management – November 2013
- Colby College, Psychology Department Colloquium – March 2013
- University of Waterloo, Centre for Behavioural Decision Research – January 2012
- University of Waterloo, Industrial/Organizational Psychology Brownbag – November 2011
- University of Waterloo, Social Psychology Brownbag – October 2011
- Georgetown University, McDonough School of Business – March 2011
- University of Waterloo, Department of Management Sciences – March 2011
- Johns Hopkins University, Carey Business School – February 2011
- Northwestern University, Kellogg School of Management – February 2011
- University of California at San Diego, Rady School of Management – February 2011
- Universitat Pompeu Fabra (Barcelona), Department of Economics and Business – January 2011
- University of California at Irvine, Merage School of Business – December 2010
- Queen's School of Business – December 2010
- Yale School of Management – November 2010
- University of Toronto, Social, Personality, Abnormal Psychology Meeting – September 2010
- Stanford Graduate School of Business – April 2008
- University of Toronto, Rotman School of Management – April 2008

#### GRANTS, FELLOWSHIPS, AWARDS

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SSHRC Insight Grant (\$98,870)	Awarded 2014
SSHRC Insight Development Grant (\$71,728)	Awarded 2012
UWaterloo/SSHRC 4A Award (\$8,000), Insight Grant competition	Awarded 2012
Fellow, Society for Experimental Social Psychology (SESP)	2013-present
Excellence in Teaching Award, Rotman School of Management, University of Toronto	2010 & 2011
Fellow, Columbia Business School Motivation Science Center	2008-present
Richard Christie Memorial Fellowship, Columbia University	2007-2008
Faculty Fellowship, Columbia University	2003-2008

Rose Writing Fellow, Brown University

1997-2000

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**COURSES TAUGHT**


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Leadership & Influence	
University of Waterloo, Management Sciences	2013
Organizational Behaviour	
University of Waterloo, Management Sciences	2012, 2013
Graduate Research Methods	
University of Waterloo, Management Sciences	2012, 2013
Values-Based Leadership	
University of Toronto, Rotman Commerce Program	2010, 2011
Psychology of Close Relationships	
Columbia University, Psychology Department	2008
Organizational Psychology	
Barnard College, Columbia University	2007, 2008

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**ACADEMIC ADVISING**


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*Graduate Advising*

PhD co-supervisor (w/ M. Hancock), Milad Soroush, U. Waterloo, Mgmt. Sciences	2014-2018
<i>Technology assisted self-regulation</i>	
PhD supervisor, Mahdi Roghanziad, U. Waterloo, Mgmt. Sciences	2012-2016
<i>Help-seeking behavior via computer-mediated communication</i>	
MASc supervisor, Amy Xu, U. Waterloo, Mgmt. Sciences	2012-2014
<i>Regulatory focus and goal specificity</i>	
MASc co-supervisor (w/ A. Barlatt), Robert VanderWouden, U. Waterloo, Mgmt. Sciences	2012-2014
<i>Scheduling engineers: Flextime and its impact on project performance</i>	

*Undergraduate Advising*

4 <sup>th</sup> -Year Design Project Advisor, U. Waterloo, Mgmt. Sciences	
Tarif Rahman, Queenie Mok, Robert Cho, & Hira Shanmugaraj	2013-2014
<i>Little App for Better Care (for Locally Advanced Breast Cancer patients)</i>	
*Winner, 2nd prize at the Third Annual Management Engineering Design Symposium	
Daniel Srabotnjak, Darryl Lobo, Hamza Mahmood, & Yucong Li	2013-2014
<i>Smart Match: Applying Behavioural Science in Team Building</i>	
*Finalist, Norman Esch Entrepreneurship Awards for Capstone Design	
Florence Acevedo, Trevor Jenkins, & Cecilia Hu	2012-2013
<i>Goals ++: A Personalized Coaching App for Academic Goals*</i>	
*Winner, Planboard-Monstercat Award for Most Commercializable Design Project	

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**UNIVERSITY SERVICE & ACTIVITIES**


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*Department, Faculty, & University Service*

University of Waterloo/SSHRC Small Grants Committee	2013-2014
Dean's Advisory Committee on Appointments (DACA), University of Waterloo	2012-2014
UW Management Engineering OUF Faculty Volunteer	2012
Management Engineering Class Professor (2B), University of Waterloo	2012
UW Centre for Behavioural Decision Research Organizer	2012-2014
ExpecTATions Faculty Mentor, Faculty of Engineering, University of Waterloo	2011
Peer-Nominated Graduate Student Representative, Columbia University	2004-2006

*Dissertation & Thesis Committee Service*

Justin Friesen, U. Waterloo, Social Psychology (Eibach) – PhD committee member	2013
Julio Velasco, U. Waterloo, Mgmt. Sciences (Guild) – PhD committee member	2013
Adeoye Adegorite, U. Waterloo, Mgmt. Sciences (McNaughton) – PhD committee member	2013
Mehrnaz Mostafapour, U. Waterloo, Mgmt. Sciences (Hancock) – MASc reader	2013
Arezoo Irannejad, U. Waterloo, Mgmt. Sciences (Hancock) –MASc reader	2013
Nabeela Sausan, U. Waterloo, Mgmt. Sciences (Safayeni) – MASc reader	2013
Carolina Pansera, U. Waterloo, Clinical Psychology (Woody) –PhD committee member	2012
Gelareh Karimiha, U. Waterloo, Clinical Psychology (Rehman) –PhD committee member	2012
Kimiyoshi Oshikoji, U. Waterloo, Mgmt. Sciences (Onay) – MASc reader	2012
Jo Anderson, U. Waterloo, Social Psychology (Holmes) –PhD committee member	2012
Ester Moher, U. Waterloo, Cognitive Psychology (Koehler) – PhD committee member	2012
Stephen Shepherd, U. Waterloo, Social Psychology (Eibach) – PhD committee member	2012
Ada Hurst, U. Waterloo, Mgmt. Sciences (Safayeni) – PhD committee member	2012
Rodrigo Castillo, U. Waterloo, Mgmt. Sciences (Guild) – MASc reader	2012
Mina Rohani, U. Waterloo, Mgmt. Sciences (Safayeni) – PhD committee member	2012
Mohammad Batouk, U. Waterloo, Mgmt. Sciences (Guild) – PhD committee member	2012
Ayman Alzayat, U. Waterloo, Mgmt. Sciences (Safayeni) – MASc reader	2011
Mahdi Roghanziad, U. Waterloo, Mgmt. Sciences (Safayeni) – MASc reader	2011
Hillie Aaldering, University of Amsterdam, Psychology (Handgraaf) – MA reader	2010

**PROFESSIONAL SERVICE & ACTIVITIES***Editorial Service*

Editorial Board Member, *Social Cognition* (2013- )

Reviewer for *Personality and Social Psychology Bulletin*

Reviewer for *Journal of Experimental Social Psychology*

Reviewer for *Organizational Behavior and Human Decision Processes*

Reviewer for *Journal of Personality and Social Psychology*

Reviewer for *Psychological Science*

Reviewer for *Basic and Applied Social Psychology*

Reviewer for *European Journal of Social Psychology*

Reviewer for *Organization Science*

Reviewer for *Social Cognition*

Reviewer for *Social Psychological and Personality Science*

Reviewer for *Journal of Research in Personality*

Reviewer for *Human Relations*

Reviewer for *Self and Identity*

Reviewer for *Time-Sharing Experiments for the Social Sciences*

Reviewer for *Nonprofit and Voluntary Sector Quarterly*

Reviewer for *Personality and Individual Differences*

Reviewer for *Health Psychology Research*

Reviewer for *International Journal of Psychology*

Reviewer for INFORMS/ *Organization Science* Dissertation Proposal Competition

Reviewer for Social Sciences and Humanities Research Council of Canada (SSHRC)

Reviewer for Administrative Sciences Association of Canada Annual Conference, OB Division

Reviewer for Academy of Management Annual Meeting, OB Division\*

\*Outstanding Reviewer Award

*Panelist/Discussant/Facilitator Service*

Facilitator (August, 2012). *Leadership and OCB*. Paper session presented at the annual meeting of the

Academy of Management, Boston, MA.

*Professional Affiliations*

Academy of Management  
 Society for Personality and Social Psychology  
 Society of Experimental Social Psychology  
 Association of Psychological Science  
 Society for Judgment and Decision Making  
 International Social Cognition Network

MEDIA MENTIONS & APPEARANCES

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*TV & Radio*

- NPR: Here and Now (3/31/2014) – “Why is it so hard to say ‘no’?”
- CTV News (4/17/2013) - “What drives people to help?”
- CBC Radio: Ontario Morning (7/21/2011) - “Proper posture does a body good”

*Print & Online Media*

- The Wall Street Journal (3/11/2014) - “Ways to say ‘no’ more effectively”
- Psychology Today (2/11/ 2014) - “In close relationships, opposites might attract after all”
- Daily Mail (12/17/ 2013) - “How we would prefer to tell a lie or do a bad deed than say ‘No’”
- Harvard Business Review (12/2013) -“Need help? Ask the person who just turned you down”
- Men’s Health (8/5/2013) - “The thing you’re not asking your boss”
- The Atlantic (6/13/2013) -“What darkness does to the mind”
- Vancouver Sun/Montreal Gazette/Windsor Star (6/10/2013) -“When ‘no’ leads to ‘yes’”
- The New York Times (5/5/2013) - “The right stance can be reassuring”
- Huffington Post (4/21/2013) - “What should you look for in your perfect match?”
- Cracked.com (12/8/2012) - “5 ways Superman is shockingly realistic according to science”
- Allure Magazine (4/2012) - “Higher pain tolerance”
- Psychology Today (4/2/2012) -“Underestimating embarrassment”
- Reader’s Digest (12/2011) - “The secret link between posture and pain relief”
- O - Oprah Magazine (9/2011) - “The confidence game: How to bring out your inner hot shot”
- Toronto Star (7/15/2011) - “Study reveals power of dominant posture”
- Huffington Post (7/13/2011) - “Why your mom was right about slouching”
- Men’s Health (6/14/2011) - “Headache? Stop slouching”
- FoxNews.com (7/13/2011) - “Your mother was right: Good posture is important”
- Daily Mail (7/13/2011) - “Standing up straight is good for you”
- Toronto Sun (7/13/2011) - “Slouching really is bad for you”
- Time (3/5/2010) - “Why shady deeds are more likely to happen in the dark”
- The Telegraph (3/3/2010) - “Darkness encourages lying and crime”
- Harvard Business Review: Managing Myself (3/15/2010) – “Hidden behavior”
- Business Week (3/15/2010) - “Light and integrity”
- Psychology Today (4/1/2010) - “Darkness makes the heart grow more selfish”
- Financial Times (3/5/2010) - “Something for the weekend”
- Psychology Today (9/1/2007) - “Got yer back. Really.”

PERSONAL

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On maternity leave in 2014  
 Citizenship: U.S. Citizen/Canadian Permanent Resident