

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

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

Assistant Professor of Management Sciences, University of Waterloo, ON, Canada	2011-
Fellow, Motivation Science Center, Columbia Business School, New York, NY	2011-
Post-Doctoral Fellow, Rotman School of Management, University of Toronto, ON, Canada	2008-2011

RESEARCH INTERESTS

Social Influence; Egocentrism; Moral Emotions; Prosocial Behaviour; Interpersonal Complementarity

PUBLICATIONS

Journal Articles

Newark, D., Flynn, F. & Bohns, V. K. (in press). One bitten, twice shy: The effect of a past refusal on expectations of future compliance. *Social Psychological and Personality Science*.

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

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

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.

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

- 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.

CONFERENCE PRESENTATIONS

Talks & Symposia

- Bohns, Lucas, Molden, Finkel, Coolsen, Kumashiro, Rusbult & Higgins (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 (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. (May, 2013). *Estimating the effectiveness of computer-mediated help-seeking*. Poster to be presented at the ninth annual meeting of the Southern Ontario Behavioral Decision Research Conference, Toronto, ON, Canada.
- Xu, A., Bohns, V. K., & Scholer, A. S. (May, 2013). *Motivational differences in aiming for narrow or wide goals*. Poster to be presented at the ninth annual meeting of the Southern Ontario Behavioral Decision Research Conference, 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

- Colby College, Psychology Department Colloquium – March 2013
- University of Waterloo, Centre for Behavioural Decision Research Data Blitz – 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, 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

FELLOWSHIPS, GRANTS, AWARDS

SSHRC Insight Development Grant (\$71,728), Principal Investigator	2012-2014
UW/SSHRC 4A Award (\$8,000), Insight Grant competition	2012-2013
Excellence in Teaching Award, Rotman School of Management, University of Toronto	2010 & 2011
Richard Christie Memorial Fellowship, Columbia University	2007 – 2008
Faculty Fellowship, Columbia University	2003 - 2008
Rose Writing Fellowship, Brown University	1997 - 2000

COURSES TAUGHT

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

ACADEMIC ADVISING

Graduate Advising

PhD supervisor, Mahdi Roghanziad, U. Waterloo, Mgmt. Sciences <i>Help-seeking behavior via computer-mediated communication</i>	2012-
PhD co-supervisor (w/ P. Guild), Muhammad Umair Shah, U. Waterloo, Mgmt. Sciences <i>Corporate social responsibility vs. creating shared value</i>	2012-
MASc supervisor, Amy Xu, U. Waterloo, Mgmt. Sciences <i>Regulatory focus and goal specificity</i>	2012-
MASc co-supervisor (w/ A. Barlatt), Robert VanderWouden, U. Waterloo, Mgmt. Sciences <i>Scheduling engineers: Flextime and its impact on project performance</i>	2012-

Undergraduate Advising

4 th -Year Design Project Advisor, U. Waterloo, Mgmt. Sciences Florence Acevedo, Trevor Jenkins, & Cecilia Hu <i>Goals ++: Personalized Coaching App for Academic Goals</i> *Winner of the Planboard-Monstercat Award for Most Commercializable Design Project	2012-2013
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UNIVERSITY SERVICE & ACTIVITIES

Department, Faculty & University Service

UW/SSHRC Small Grants Committee	2013-2016
Dean's Advisory Committee on Appointments (DACA), University of Waterloo	2012-2013
UW Management Engineering OUF Faculty Volunteer	2012
Management Engineering Class Professor (2B), University of Waterloo	2012
UW Centre for Behavioural Decision Research Organizer	2012-
ExpecTAtions Faculty Mentor, Faculty of Engineering, University of Waterloo	2011
Peer-Nominated Graduate Student Representative, Columbia University	2004-2006

Dissertation & Thesis Committee Service

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 *Human Relations*

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

Reviewer for *Nonprofit and Voluntary Sector Quarterly*

Reviewer for *Personality and Individual Differences*

Reviewer for *International Journal of Psychology*

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

Reviewer for Academy of Management Annual Meeting, OB Division

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

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

Association of Psychological Science

International Social Cognition Network

MEDIA MENTIONS & APPEARANCES

CTV (“What drives people to help?; 4/17/2013), *Psychology Today* (“What should you look for in your perfect match?; 4/16/2013), *Cracked.com* (“5 Ways Superman is Shockingly Realistic According to Science”; 12/8/2012), *Allure Magazine* (“Higher Pain Tolerance”; 4/2012), *Psychology Today* (“Underestimating embarrassment; 4/2/2012); *Reader’s Digest* (“The secret link between posture and pain relief”; 12/2011), *O, The Oprah Magazine* (“The Confidence Game: How to bring out your inner hot shot”; 9/2011), *CBC Radio: Ontario Morning* (“Are you sitting down for this? Proper posture does a body good”; 7/21/2011), *Toronto Star* (“Study reveals power of dominant posture”; 7/15/2011), *Huffington Post* (“Why your mom was right about slouching”; 7/13/2011), *Men’s Health* (“Headache? Stop Slouching”; 6/14/2011), *Fox News* (“Your mother was right: Good posture is important; 7/13/2011), *Daily Mail* (“Standing up straight is good for you”; 7/13/2011), *Toronto Sun* (“Slouching really is bad for you”; 7/13/2011), *Time* (“Why Shady Deeds are More Likely to Happen in the Dark”; 3/5/2010), *The Telegraph* (“Darkness Encourages Lying and Crime”; 3/3/2010), *Harvard Business Review* (“Managing Myself: Hidden Behavior, 3/15/2010), *Business Week* (“Light and Integrity”; 3/15/2010), *Psychology Today* (“Darkness makes the heart grow more selfish”; 4/1/2010), *Financial Times* (“Something for the weekend; 3/5/2010), *Psychology Today* (“If you’re in a position to help someone, you may have to go out of your way to offer your services”; 9/1/2007)

PERSONAL

Citizenship: U.S. Citizen/Canadian Permanent Resident