

Professor Sunita Sah

Sunita Sah MD MBA PhD
Samuel Curtis Johnson Graduate School of Management
SC College of Business, Cornell University
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ACADEMIC POSITIONS

Cornell University

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|---|--------------|
| Director of Cornell University's Academic Leadership Institute | 2021–present |
| Associate Professor (with tenure), Management and Organizations | 2019–present |
| Balen Sesquicentennial Faculty Fellow | 2015–2020 |
| Assistant Professor, Management and Organizations | 2015–2019 |

Columbia Business School, Columbia University

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| Visiting Scholar, Management Division | 2022–2023 |
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University of Cambridge

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| Honorary Fellow, Cambridge Judge Business School | 2021–present |
| KPMG Professor of Management Studies, Cambridge Judge Business School | 2020–2021 |
| Subject Group Head, Organizational Behavior Group (Lent and Easter terms) | 2021 |

Russell Sage Foundation

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| Visiting Researcher | 2020–2021 |
| Visiting Scholar | 2019–2020 |

Georgetown University, McDonough School of Business

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| Assistant Professor of Strategy, Economics, Ethics and Public Policy | 2012–2015 |
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Harvard University, Edmond J. Safra Ethics Center

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| Research Fellow | 2011–2015 |
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Duke University, Fuqua School of Business

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| Post-doctoral Associate | 2010–2012 |
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EDUCATION

Ph.D. Organizational Behavior (M.S. and Ph.D. completed in 2 years)

Tepper Business School, Carnegie Mellon University
Concentration: Behavioral Decision Making, Judgment and Decision Making
- **Academy of Management Dissertation Award Finalist (2012)**
Social Issues in Management

M.S. Organizational Behavior

Tepper Business School, Carnegie Mellon University

M.B.A. Executive MBA, Awarded with Distinction

London Business School, UK
- **Class Representative** (elected liaison between faculty and students)
- **Women's Scholarship Prize for Leadership Potential**

M.B.Ch.B. Medicine and Surgery

(M.D.) *University of Edinburgh, UK*

B.Sc. (Hons) Psychology

University of Edinburgh, UK

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AWARDS AND HONORS

Career, Scholarship, and Best Paper Awards

- **Collaborative Fellowship**, Cornell Center for Social Sciences, 2023–2024
- **UK HM Government Letter of Recognition** from the Open Innovation Team, 2023
- **Mid-Career Achievement Award, Health Care Management**, Academy of Management 2022
- **Honorary Fellow**, University of Cambridge, 2021–present
- **Diversity and Inclusion Initiative Award**, Wharton Center for Leadership and Change Management, 2021
- **Elected Fellow**, Society for Personality and Social Psychology, 2020
- **Elected Fellow**, Society of Experimental Social Psychology, 2020
- **Visiting Researcher Fellowship**, Russell Sage Foundation, 2020–2021
- **Visiting Scholar Fellowship**, Russell Sage Foundation, 2019–2020
- **Showcase Symposium**, Academy of Management Conference, 2019
- **Institute of Social Sciences Fellowship**, Cornell University, 2018–2019
- **Best Paper Proceedings**, Academy of Management Conference, 2018
- **Half-Century Club Faculty Research Fellowship**, Cornell University, 2017–2019
- **US Department of Justice Certificate of Recognition** for Service on the National Commission of Forensic Science, 2017
- **Winner of Best Paper Award**, Managerial and Organizational Cognition, Academy of Management, 2017
- **Best Paper Proceedings**, Academy of Management Conference, 2017
- **Balen Sesquicentennial Faculty Fellowship**, Cornell University, 2015–2020
- **Finalist, Best Paper Award** in the Fields of Experimental Economics, Behavioural Economics and Decision Theory, Exeter Prize, 2014
- **Research Award**, Georgetown Center for Financial Markets and Policy, 2013 and 2014
- **Research Award**, Georgetown Institute for Consumer Research, 2013 and 2014
- **Winner of Best Paper Award**, International Academy of Management and Business, 2013
- **Dissertation Award Finalist**, Social Issues in Management, Academy of Management, 2012
- **Fellowship Award**, Harvard University, Edmond J. Safra Center of Ethics, 2011–2015
- **Winner of Best Paper Award**, Managerial and Organizational Cognition, Academy of Management, 2011
- **Best Paper Proceedings**, Academy of Management, 2011
- **Funding Award**, Carnegie Mellon Graduate Student Association, 2010
- **Winner of Poster Presentation Award**, Society for Judgment and Decision Making, 2010
- **Poster Presentation Award and Honorable Mention**, Society for Personality and Social Psychology, 2010

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- **Scholar Award**, IACM-DRRC (International Association of Conflict Management and Dispute Resolution Research Center, Kellogg School of Management), 2010
- **Winner of Best Paper Award**, Society for Business Ethics, 2010
- **Society of Personality and Social Psychology**, Judgment and Decision-Making Pre-Conference, Two Travel Awards, 2010
- **fMRI Training Course Scholarship Award**, University of Michigan, 2009
- **Decision Neuroscience Workshop Scholarship Award**, Ross Business School, 2009
- **Winner of Best Paper Award** in Organizational Behaviour, London Business School, Trans-Atlantic Doctoral Conference, 2009
- **Funding Award**, Carnegie Mellon Graduate Student Association, 2008
- **William Larimer Mellon Fellowship Award**, Carnegie Mellon University, 2008–2010
- **MBA funding scholarship**, IMS Health London, 2003–2005
- **Women's Scholarship Prize for Leadership Potential**, London Business School, 2003
- **UK Medical Research Council Scholarship**, Psychology BSc (Hons), full tuition plus stipend, 1994

Research Grants

- **American Veterinary Medical Association**, Research Grant (for research on organizational interventions to prevent burnout and increase employee voice), Sole Principal Investigator, 2022-2024
- **Cornell Center for Social Sciences**, Collaborative Fellowship, with Brittany Bond and Duanyi Yang, 2023-2024
- **Cornell School of Industrial and Labor Relations**, Grant for Workplace Inclusion and Diversity Education (WIDE), Co-Principal Investigator with Brittany Bond and Duanyi Yang, 2023
- **Wharton Center for Leadership and Change Management**, Diversity and Inclusion Initiative Award, 2021
- **Greenwall Foundation**, Research Grant (for research on real-world disclosures of conflicts of interest), Co-Principal Investigator with Chris Robertson and Susannah Rose, 2015-2017
- **National Institute of Mental Health**, Research Grant (for research on the impact of conflict of interest policies on physicians' prescribing behavior), with George Loewenstein, 2010–2012
- **National Science Foundation**, Grant awarded by Society for Medical Decision Making, 2009

RESEARCH INTERESTS

I am an **interdisciplinary scholar** who studies **ethics, advice, and influence** with the aim to **improve outcomes** and **mitigate inequalities** in healthcare and society. I have a longstanding curiosity in conflicts of interest and the policies that attempt to manage them and more recent interests in professionalism, employee voice, burnout, and science communication. I use a multi-method approach of laboratory and field experiments, as well as archival and qualitative data, to explore my research questions.

- Ethics
- Employee Voice
- Trust and Influence
- Conflicts of Interest
- Informed Consent
- Principled Defiance
- Disclosure Policies
- Institutional Corruption
- Professionalism

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JOURNAL PUBLICATIONS

1. **Sah, S.** (2024). [Deep Professionalism: Charting a path for effective conflict-of-Interest management.](#) *Journal of General Internal Medicine.*
2. **Sah, S.** (2023). [The paradox of disclosure: Shifting policies from revealing to resolving conflicts of interest.](#) *Behavioural Public Policy* 1-12.
3. Lewandowsky, S., Schmid, P., Habersaat, K.B., ... **Sah, S.**, ... & Danchin, M. (2023). [Lessons from COVID-19 for behavioural and communication interventions to enhance vaccine uptake.](#) *Nature Communications Psychology*, 1(35).
4. **Sah, S.** (2023). [How should the US Federal Government oversee clinicians' relationships with industry?](#) *American Medical Association Journal of Ethics*, 25(3); 186-193.
 - **Article offered by the American Medical Association for Continuing Medical Education credit**
 - **Special Issue on Clinicians in Government**
 - **Featured on [AMA Journal of Ethics Author Podcast](#)**
5. Holford, D., Fasce, A., ..., **Sah, S.**, ... & Wulf, M. (2023). [Science communication as a collective intelligence endeavor: A manifesto and examples for implementation.](#) *Science Communication.*
6. **Sah, S.** (2022). [The professionalism paradox: A sense of professionalism increases vulnerability to conflicts of interest.](#) *Academy of Management Perspectives*, 36(3), 896-918.
 - **Academy of Management Insights Summary: [Feeling Like a Professional Can Fuel Ethical Lapses with accompanying video](#)**
 - **Top Ten Download List, 2022, Social Science Research Network**
7. Lewandowsky, S., Armaos, K., Bruns, H., Schmid, P., Holford, D., Hahn, U., Al-Rawi, A., **Sah, S.**, & Cook, J. (2022). [When science becomes embroiled in conflict: Recognizing the public's need for debate while combating conspiracies and misinformation.](#) *The ANNALS of the American Academy of Political and Social Science*, 700(1), 26-40.
 - **Special Issue on Threats to Science**
8. Camilleri, A., & **Sah, S.** (2021). [An amplified status quo bias among physicians making medical decisions.](#) *Applied Cognitive Psychology*, 35(6), 1374-1386.
9. Rose, S., **Sah, S.**, Dweik, R., Schmidt, C., Mercer, M., Mitchum, K., Karafa K., & Robertson, C. (2021). [Patient responses to physician disclosures of industry conflicts of interest: A randomized field experiment.](#) *Organizational Behavior and Human Decision Processes*, 166, 27-38.
 - **Co-PI with S. Rose and C. Robertson**
 - **Special Issue on Behavioral Field Evidence on Ethics and Misconduct**
10. Habersaat, K.B., Betsch, C., Danchin, M., Sunstein, C., Bohm, R., Falk, A., Brewer, N.T., Omer, S.B., Scherzer, M., **Sah, S.**, et. al. (2020). [Ten considerations for effectively managing the COVID-19 transition.](#) *Nature Human Behaviour*, 4, 677-687.
11. **Sah, S.**, & Feiler, D. (2020). [Conflict of interest disclosure with high quality advice: The disclosure penalty and the altruistic signal.](#) *Psychology, Public Policy, and Law*, 26(1), 88-104.

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12. **Sah, S.,** & Read, D. (2020). [Mind the \(information\) gap: Strategic non-disclosure by marketers and interventions to increase consumer deliberation.](#) *Journal of Experimental Psychology: Applied*, 26(3), 432-452.
 - **Best Paper Award: Managerial and Organizational Cognition, Academy of Management, 2017**
 - **Academy of Management Best Paper Proceedings, 2017**
 - **Top Ten Download List, 2018, 2019, and 2021, Social Science Research Network**
 - **Harvard Business Review, 2017: Missing Product Information Doesn't Both Consumers as Much as It Should.**
13. **Sah, S.** (2019). [Conflict of interest disclosure as a reminder of professional norms. Clients First!](#) *Organizational Behavior and Human Decision Processes*, 154, 62-79.
 - **Top Ten Download List 2019, Social Science Research Network**
14. Jatoi, I, & **Sah, S.** (2019). [Clinical practice guidelines and the overuse of healthcare services: Need for reform.](#) *Canadian Medical Association Journal*, 191(11), 297-298.
15. **Sah, S.,** Loewenstein, G., & Cain, D. (2019). [Insinuation anxiety: Concern that advice rejection will signal distrust after conflict of interest disclosures.](#) *Personality and Social Psychology Bulletin*, 45(7), 1099-1112.
 - **Best Paper Award: Organizational Behaviour, Trans-Atlantic Doctoral Conference, London Business School, 2009**
 - **Top Ten Download List 2012, Social Science Research Network**
16. **Sah, S.** (2019). [Understanding the \(perverse\) effects of disclosing conflicts of interest: A direct replication study.](#) *Journal of Economic Psychology*, 75, 102118
 - **Special Issue on Replications in Economic Psychology and Behavioral Economics**
17. Bell, S., **Sah, S.,** Albright, T., Gates, J., Denton, B., & Casadevall, A. (2018). [A call for more science in forensic science.](#) *Proceedings of the National Academy of Sciences*, 115(18), 4541-4544.
18. **Sah, S.,** Malaviya, P., & Thompson, D. (2018). [Conflict of interest disclosure as an expertise cue: Differential effects of automatic and deliberative processing.](#) *Organizational Behavior and Human Decision Processes*, 147, 127-146.
 - **Academy of Management Best Paper Proceedings, 2018**
19. **Sah, S.** (2017). [Policy solutions to conflicts of interest: The value of professional norms.](#) *Behavioural Public Policy*, 1(2), 177-189.
20. **Sah, S.** (2017). [Forensic Science Must Be Scientific.](#) *Scientific American*, 317(4), 12.
21. Larkin, I., Ang, D., Steinhart, J., Chao, M., Patterson, M., **Sah, S.,** Wu, T., Schoenbaum, M., Hutchins, D., Brennan, T., & Loewenstein, G. (2017). [Association between academic medical center pharmaceutical detailing policies and physician prescribing behavior.](#) *Journal of the American Medical Association*, 317(17), 1785-1795.
 - **Special issue on Conflicts of Interest in Medicine**
22. Hwong, A., **Sah, S.,** Lehmann, L. (2017). [The effects of public disclosure of industry payments to physicians on patient trust: A randomized experiment.](#) *Journal of General Internal Medicine*, 32(11), 1186-1192.

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23. **Sah, S.**, Tannenbaum, D., Cleary, H., Feldman, Y., Glaser, J., Lerman, A., MacCoun, R., Maguire, E., Slovic, P., Spellman, B., Spohn, C., & Winship, C. (2016). [Combating biased decision making and promoting justice and equal treatment](#). *Behavioral Science and Policy*, 2(2), 78-87.
24. **Sah, S.**, Fagerlin, A., & Ubel, P. (2016). [Effect of physician disclosure of specialty bias on patient trust and treatment choice](#). *Proceedings of the National Academy of Sciences*, 113(27), 7465-7469.
25. Wolf, E., Lee, J., **Sah, S.**, & Brooks, A. (2016). [Managing perceptions of distress at work: Reframing emotion as passion](#). *Organizational Behavior and Human Decision Processes*, 137, 1-12.
 - **Lead article**
26. **Sah, S.**, & Loewenstein, G. (2015). [Conflicted advice and second opinions: Benefits, but unintended consequences](#). *Organizational Behavior and Human Decision Processes*, 130, 89-107.
27. **Sah, S.** (2015). [Investigations before examinations: This is how we practice medicine here](#). *JAMA Internal Medicine*, 175(3), 342-343.
 - **Editor's note: Testing before seeing the patient.**
28. **Sah, S.**, Robertson, C., & Baughman, S. (2015). [Blinding prosecutors to defendants' race: A policy proposal to reduce unconscious bias in the criminal justice system](#). *Behavioral Science and Policy*, 1(2), 69-76.
 - **Top Ten Download List, 2015 and 2016, Social Science Research Network**
29. Gunia, B., Barnes C., & **Sah, S.** (2014). [The morality of larks and owls: Unethical behavior depends on chronotype as well as time-of-day](#). *Psychological Science*, 25(12), 2272-2274.
 - **Harvard Business Review, 2014: Morning People Are Less Ethical at Night and Evening People are Less Ethical in the Morning.**
 - **TV and Radio coverage: BBC World (live television), BBC Radio 4, NPR, KABC Los Angeles/OC**
 - **Top Ten Download List 2014, Social Science Research Network**
30. **Sah, S.**, & Loewenstein, G. (2014). [Nothing to declare: Mandatory and voluntary disclosure leads advisors to avoid conflicts of interest](#). *Psychological Science*, 25(2), 575-584.
 - **Best Paper Award: International Academy of Management and Business, 2013**
31. **Sah, S.**, Elias, P., & Ariely, D. (2013). [Investigation momentum: The relentless pursuit to resolve uncertainty](#). *JAMA Internal Medicine*, 173(10), 932-933.
32. **Sah, S.**, Loewenstein, G., & Cain, D. (2013). [The burden of disclosure: Increased compliance with distrusted advice](#). *Journal of Personality and Social Psychology*, 104(2), 289-304.
 - **Best Paper Award: Society of Business Ethics, 2010**
 - **Finalist, Best Paper in the Fields of Experimental Economics, Behavioural Economics and Decision Theory, Exeter Prize, 2014**
33. **Sah, S.** (2013). [Essays on conflicts of interest in medicine](#). *Business and Society*, 52(4), 666-678.
 - **Finalist, Academy of Management, Social Issues in Management, Dissertation Award 2012**

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34. **Sah, S.**, Moore, D., & MacCoun, R. (2013). [Cheap talk and credibility: The consequences of confidence and accuracy on advisor credibility and persuasiveness](#). *Organizational Behavior and Human Decision Processes*, 121(2), 246-255.
 - **Best Paper Award: Managerial and Organizational Cognition, Academy of Management, 2011**
 - **Academy of Management Best Paper Proceedings, 2011**
 - **Poster Presentation Award, Honorable Mention, 2nd place: Society for Personality and Social Psychology, 2010**
35. **Sah, S.**, & Fugh-Berman, A. (2013). [Physicians under the influence: Social psychology and industry marketing strategies](#). *Journal of Law, Medicine and Ethics*, 41(3), 665-672.
 - Translated into Spanish and reprinted in: *Gaceta de Psiquiatría Universitaria* (2013), 9(4), 427-435
 - **Special issue on Institutional Corruption and the Pharmaceutical Industry**
 - **Top Ten Download List, 2014 and 2015, Social Science Research Network**
36. **Sah, S.** (2012). [Conflicts of interest and your physician: Psychological processes that cause unexpected changes in behavior](#). *Journal of Law, Medicine and Ethics*, 40(3), 482-487.
 - **Special issue on Conflicts of Interest in Medicine**
37. **Sah, S.**, & Loewenstein, G. (2012). [More affected = more neglected: Amplification of bias in advice to the unidentified and many](#). *Social Psychological and Personality Science*, 3(3), 365-372.
 - **Best Poster Presentation, 1st Place: Society for Judgment and Decision Making, 2010**
38. Loewenstein, G., **Sah, S.**, & Cain, D. (2012). [The unintended consequences of conflict of interest disclosure](#). *Journal of the American Medical Association*, 307(7), 669-670.
39. Loewenstein, G., Cain, D., & **Sah, S.** (2011). [The limits of transparency: Pitfalls and potential of disclosing conflicts of interest](#). *American Economic Review*, 101(3), 423-428.
40. **Sah, S.**, & Loewenstein, G. (2010). [Effect of reminders of personal sacrifice and suggested rationalizations on residents' self-reported willingness to accept gifts: A randomized trial](#). *Journal of the American Medical Association*, 304(11), 1204-1211.
 - Reprinted in P. Nichols & D. Robertson, (2017). *Thinking About Bribery: Neuroscience, Moral Cognition and the Psychology of Bribery*, Cambridge University Press

BOOK CHAPTERS, HANDBOOKS, AND REPORTS

41. **Sah, S.** (*forthcoming*). Translating Laboratory Research on Conflict of Interest Disclosures to Understand the Psychological Effects in the Real World. In D. Soman (ed.), *What Works, What Doesn't (and When)*, University of Toronto Press.
42. **Sah, S.** (2023). [A Deep Dive into Professionalism: Potential Policy Solutions Approaches to Conflicts of Interest](#). [Presentation]. In D. Rosenberg, E. Boyle, A. McKay, & J. Alper (Eds.), *Sponsor Influences on the Quality and Independence of Health Research: Proceedings of a Workshop*. National Academies Press.
43. **Sah, S.** (2022). [Ethical Considerations for Obtaining Informed Consent: Insights from Psychology](#). [Presentation]. In B. Harris-Kojetin (Ed.), *Improving Consent and Response in Longitudinal Studies of Aging: Proceedings of a Workshop*. National Academies Press.

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44. Lewandowsky, S., Armaos, K., Bruns, H., Schmid, P., Holford, D., Hahn, U., Al-Rawi, A., **Sah, S.**, Cook, J., Juanchich, M., & Ladyman, J. (2022). [COVID-19: Conspiracies and Collateral Damage vs. Constructive Critique](#). in J. Musolino, P. Hemmer, & J. Sommer, (ed.), *The Science of Beliefs: A Multi-Disciplinary Approach*, Cambridge University Press.
45. **Sah, S.** (2022). Perspectives on Ethical Leadership. [Presentation]. In *James A. and Linda R Mitchell Twenty First Annual Forum on Ethical Leadership in Financial Services: Proceedings*. Cary M. Maguire Center for Ethics, The American College.
46. Holford, D., Lewandowsky, S., ... **Sah, S.**, Schmid, P., Sirota, M., & Wulf, M. (2022). [A manifesto for science communication as collective intelligence](#).
47. Lewandowsky, S., Cook, J., Schmid, P., Holford, D.L., Finn, A., Lombardi, D., Al-Rawi, A., Thomson, A., Leask, J., Juanchich, M., Anderson, E.C., **Sah, S.**, et al. (2021). [The COVID-19 Vaccine Communication Handbook. A practical guide for improving vaccine communication and fighting misinformation](#).
 - Translated into [French, Spanish, Italian, Swedish, German, Croatian, Finnish, Polish, Portuguese, Thai, Serbian, Greek, and Japanese](#)
48. Armaos, K., Tapper, K., Ecker, U., Juanchich, M., Bruns, H., Gavaruzzi, T., **Sah, S.**, Al-Rawi, A., Lewandowsky, S. (2020). [Tips on countering conspiracy theories and disinformation](#).
49. **Sah, S.** (2019). Expert Report of Sunita Sah regarding Biases in, and Reliability of, the Forensic Analysis Conducted in the Kevin Keith Case. Submitted to *the Office of the Ohio Public Defender*.
 - Featured in the **premiere season of *The System* podcast**, hosted by Kim Kardashian (Episode 7, November 7, 2022).
50. **Sah, S.** (2018). Conflicts of interest and disclosure. Submitted to *The Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry*.
51. **Sah, S.**, & Loewenstein, G. (2017). Effect of reminders of personal sacrifice and suggested rationalizations on residents' self-reported willingness to accept gifts. In P. Nichols & D. Robertson, (ed.), *Thinking About Bribery: Neuroscience, Moral Cognition and the Psychology of Bribery*, Cambridge University Press.
52. Barry, M., Chan, E., Moulton, B., **Sah, S.**, Simmons, M., & Braddock, C. (2013). [Disclosing conflicts of interest in patient decision aids](#). *BMC Medical Informatics and Decision Making* (Special Issue), 13(S2), S3.
 - An earlier version was also published in: Barry, M., Braddock, C., Chan, E., Moulton, B., **Sah, S.**, & Simmons, M. (2012). [Disclosing Conflicts of Interest](#). In Volk R, Llewellyn-Thomas H (Eds.). *Update of the International Decision Aids Standards (IPDAS) Collaboration's Background Document. Chapter G*.
53. **Sah, S.**, Cain, D., & Loewenstein, G. (2013). Confessing One's Sins but Still Committing Them: Transparency and the Failure of Disclosure. In. A. J. Oliver (ed.), *Essays in Behavioural Public Policy*. Cambridge University Press.
54. **Sah, S.**, (2011). Expert Report of Sunita Sah Regarding Gifts and other Compensation given to Health Care Professionals by Johnson and Johnson and Scios Inc. Submitted to *US Department of Justice*.

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BUSINESS AND POPULAR ARTICLES

55. **Sah, S.** (2023, November 21). [Speak Up: A Psychologist’s Tip for Making It Through the Holiday Season.](#) *The New York Times*.
56. **Sah, S.** (2023, July 13). [Most people believe they don’t see color—but only empirically proven “blinding” policies can reduce discrimination in the labor market and criminal justice system.](#) *Fortune*.
57. **Sah, S.** (2022, December 8). [For Justice, Forensic Science Must Be Scientific: The Case of Kevin Keith.](#) *Forbes*.
58. **Sah, S.** (2021, October 26). [What to Do About “Back to the Office” Jitters.](#) *Harvard Business Review*.
59. **Sah, S.** (2021, June 3). [Pressure to return to the office could be making employees more anxious.](#) *The Conversation*.
 - Reprinted in *European Financial Review* as [Mental health: Pressure to return to the office could be making employees more anxious](#) (2022, August 31)
 - Reprinted in *Fast Company* as [Research reveals the return to work is causing a specific type of anxiety.](#) (2021, June 10)
 - Reprinted in *World Economic Forum* as [Mental health: Pressure to return to the office could be making employees more anxious.](#) (2021, June 9)
 - Used by Tokyo Metropolitan University as part of its entrance exam
60. **Sah, S.** (2021, February 24). [Why Working from Home Might Promote More Ethical Decisions.](#) *Forbes*.
61. **Sah, S.** (2021, January 28). [It’s Not Just the Anti-Vaxxers: Why Are So Many People Wary of COVID-19 Vaccines?](#) *Forbes*.
62. **Sah, S.** (2021, January 22). [The Biden Administration Must Put the Science Back Into Forensic Science.](#) *Forbes*.
63. **Sah, S.** (2021, January 13). [Storming of the U.S. Capitol: How Blind Loyalty Fuels the Unthinkable.](#) *Forbes*.
64. **Sah, S.** (2021, January 7). [COVID-19 Conspiracies: How Can we Deal with Misinformation?](#) *Forbes*.
65. **Sah, S.** (2021, January 1). [Make Space for Reflection and Self-Connection in 2021.](#) *Forbes*.
66. **Sah, S.** (2020, December 3). [Conflicts of Interest and COVID.](#) *Scientific American*
 - Reprinted in [Bennett Institute for Public Policy Blog](#), University of Cambridge
67. **Sah, S.** (2019, November 13). [House impeachment inquiry may help restore the political and social norms that Trump flouts.](#) *The Conversation*.
68. **Sah, S.** (2019, October 22). [Why You Find it so Hard to Resist Taking Bad Advice.](#) *The Los Angeles Times*.
69. **Sah, S., & Read, D.** (2017, September 28). [Missing Product Information Doesn’t Bother Consumers as Much as It Should.](#) *Harvard Business Review*.

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70. **Sah, S.**, Casadevall, A., Bell, S., Gates, J., Albright, T., & Denton, B. (2017, May 8). [We Must Strengthen the “Science” in Forensic Science](#). *Scientific American*
71. **Sah, S.** (2016, July 8). [The Paradox of Disclosure](#). *The New York Times*.
72. Baughman, S., Robertson, C., & **Sah, S.** (2016, October 14). [For Fairer Courts, Address Prosecutor Bias](#). *New Republic*.
 - Reprinted in *PBS News Hour* as [Training police is not enough to eliminate racial bias](#)
73. **Sah, S.** (2015, July 29). [The Problem with Investigation before Examination](#). *Psychology Today*.
74. Barnes, C., Gunia, B., & **Sah, S.** (2014, June 23). [Morning People Are Less Ethical at Night and Evening People are Less Ethical in the Morning](#). *Harvard Business Review*.
75. **Sah, S.** (2013, April 28). [What can radiology do to curb investigation momentum?](#) *Health Imaging*.
76. **Sah, S.** (2012, October 1). [The burden of disclosure: What you do know can hurt you](#). *Harvard Ethics Lab Blog*.

INVITED PRESENTATIONS & SELECTED REFEREED CONFERENCES

2024

Invited Presentations

- Weill Cornell Medicine, Health Policy and Economics

Refereed Conferences

- Behavioural Insights into Business for Social Good, University of British Columbia, Sauder School of Business

2023

Invited Presentations

- **Keynote:** International Behavioural Public Policy Conference, University of Chapel Hill
- University of Chicago: Behavioral Science, Booth School of Business, and Health Policy, Department of Public Health Services
- Duke-Margolis Workshop on the Future of Prescription Drug Promotion and Digital Marketing
- Cambridge University Disinformation Summit, University of Cambridge
- Columbia Business School, Center for Decision Sciences
- Columbia Business School, Management Division
- The Dartmouth Institute, Dartmouth College
- Center for Bioethics and Humanities, Colorado University
- Weill Cornell Medicine, General Internal Medicine Division

Refereed Conferences

- Berkeley Culture Conference
- Academy of Management

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2022

Invited Presentations

- National Academies of Sciences Workshop on Sponsor Influence of Research
- Forum on Ethical Leadership in Financial Services
- Cambridge University, Murray Edwards College – Panel on COVID-19 Vaccine Misinformation

Refereed Conferences

- Relational Leadership Mini-Conference, Ethical Leadership, Leeds University Business School
- International Conference of Emotions and Worklife, EMONET – Emotions Network
- International Society for Research on Emotion
- Congress of the German Psychological Society
- Society of Judgment and Decision Making

2021

Invited Presentations (all virtual)

- **Keynote:** Executive MSc Programme Graduation and Alumni Event, London School of Economics and Political Science
- National Academies of Sciences Workshop on Improving Consent in Research (speaker, panelist, discussant, committee member)
- Hayek Seminar on Behavioural Public Policy, LSE
- Panel Lead: Behavioral Economics and COVID-19 Conference, London School of Economics and Johns Hopkins University
- Rutgers Business School, Management and Global Business Department
- Behavioral Ethics and Corporate Governance International Conference, Institute of Advanced Studies, Hebrew University of Jerusalem
- Institute for Advanced Studies, Bar-Ilan University

2020

Invited Presentations

- **Keynote:** Australian Securities and Investments Commission (ASIC) Annual Forum – cancelled due to COVID-19
- **Keynote:** Behavioural Experiments in Health Network (BEH-net)
- Toronto Academic Health Science Network
- Cambridge Judge Business School, Cambridge University
- Russell Sage Foundation

Refereed Conferences (all virtual)

- Academy of Management
- Society of Judgment and Decision Making (M.C. of health decision-making track)

2019

Invited Presentations

- **Keynote:** Association of American Medical Colleges (AAMC) Forum on Conflicts of Interest
- Memorial Sloan Kettering Cancer Center

Refereed Conferences

- Academy of Management

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- Society for Research in Child Development
- Society for Philosophy and Psychology
- Global Conference on Transparency Research

2018

Invited Presentations

- University of Chicago Booth School of Business
- Wharton School of Management, University of Pennsylvania
- Harvard Kennedy School
- Rady School of Business, University of California, San Diego
- Bureau of Consumer Financial Protection
- University of Pennsylvania Law School, Robo Advice at the Regulatory Crossroads
- University of Rutgers Law School, Rutgers Institute on Corporate Compliance
- Department of the Prime Minister and Cabinet in Australia, Canberra
- Behavioural Insights Unit, Sydney
- Research Camp co-hosted by University of Sydney, University of Technology Sydney and University of New South Wales
- Research Camp, Management and Organizations, SC Johnson College of Business, Cornell University

Refereed Conferences

- Academy of Management
- Society of Personality and Social Psychology
- Society of Judgment and Decision Making

2017

Invited Presentations

- Securities and Exchange Commission, Investor Advisory Committee Meeting
- Harvard University Institutional Corruption Panel, Edmond J. Safra Center for Ethics

Refereed Conferences

- Academy of Management
- American Law and Economics Association, Yale Law School
- Academy Health
- Society of Personality and Social Psychology
- Academy of Consumer Research
- Conference on Empirical Legal Studies
- Cognitive Development Society

2016

Invited Presentations

- Yale School of Management
- Cornell University, Social Psychology
- Cornell University, Behavioral Economics and Decision Research Seminar Series
- Cornell University, Institute for Health Economics, Health Behaviors and Disparities
- Cornell University, School of Industrial and Labor Relations.

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Refereed Conferences

- Academy of Management
- Society for Business Ethics
- Behavioral Decision Research in Management
- Advances with Field Experiments
- Southern Economic Association
- 10th Triennial Invitational Choice Symposium, Symposium Chair
- Behavioral Science & Policy.

2015

Invited Presentations

- Tuck School of Business, Dartmouth College
- Cornell University, School of Industrial and Labor Relations
- Harvard University, Ethics Center
- Johnson School of Management, Cornell University

Refereed Conferences

- Academy of Management
- Society of Business Ethics
- Academy of Consumer Research
- International Association for Conflict Management
- Behavioral Science & Policy.

2014

Invited Presentations

- University of Chicago Law School
- UCLA Anderson School of Management
- McDonough School of Business, Georgetown University
- Rotman School of Management. FAIR Canada/Capital Markets Institute
- University of Virginia Law School. Does Disclosure have a Future?
- Georgetown University, Institute for Consumer Research
- Georgetown University, McDonough School of Business
- Association of American Medical Colleges (AAMC). Forum on Conflicts of Interest

Refereed Conferences

- Academy of Management
- Society of Business Ethics, Symposium Chair
- Behavioral Decision Research in Management
- Advances in Decision Analysis
- Society of Personality and Social Psychology
- Society of Judgment and Decision Making

2013

Invited Presentations

- University of Pennsylvania, Behavioral Ethics Lab
- University of Pennsylvania, Center for Health Incentives and Behavioral Economics, Penn Medicine

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- Wharton, University of Pennsylvania, Decision Making and Bribery Workshop, Legal Studies and Business Ethics Department.
- Harvard University. Blinding as a Solution to Institution Corruption: Bias in Biomedical Science
- Harvard University. Companies' Global Health "Footprint": Could Ratings Help?
- Columbia University. Beyond Nudges: Topics in Choice Architecture
- Georgetown University, McDonough School of Business
- The Pew Charitable Trusts. Workshop on Potential Conflicts of Interest in "Generally Recognized as Safe" Food Additive Decisions
- International Forum for Investor Education (IFIE), International Organization of Securities Commissions (IOSCO) Global Investor Education Conference. Education, Regulation and Behavioural Economics: Promise and Pitfalls
- PharmedOUT, Georgetown Medical School. Medical Behavior in a Commercial World: Who is Responsible?
- RAND Behavioral Finance Forum

Refereed Conferences

- Academy of Management
- Society of Business Ethics, Symposium Chair
- International Academy of Management and Business
- Conference on Empirical Legal Studies, University of Pennsylvania Law School
- SPUDM24, IESE Business School
- 25th Association for Psychological Science Annual Convention, Symposium Chair
- Society of Judgment and Decision Making

2012

Invited Presentations

- Fuqua School of Business, Duke University, Health Sector Advisory Council
- Harvard Medical School, Division of Pharmacoepidemiology and Pharmacoeconomics
- Georgetown University, McDonough School of Business
- Academy of Management, Dissertation Award Presentation
- RAND Behavioral Finance Forum

Refereed Conferences

- Academy of Management
- Society of Judgment and Decision-Making

2011

Invited Presentations

- INSEAD, Social Innovation Centre and Marketing Department
- London School of Economics and Political Science, Organizational Behaviour Group
- University College London, Management Science and Innovation
- Universitat Pompeu Fabra, Department of Economics and Business
- Harvard University, Center for Ethics. Symposium on The Scientific Basis of Implicit Cognition and Conflict of Interest
- American Society of Law, Medicine, and Ethics. Overcoming Barriers to Reform: Conflicts of Interest in the Practice of Medicine

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Refereed Conferences

- Academy of Management
- Conference on Empirical Legal Studies, Northwestern Law School
- Society of Judgment and Decision-Making, Symposium Chair

2010

Invited Presentations

- London School of Economics, Choice Group
- King's College London, Medical Decision Making Research Group
- American Orthopedic Association. Symposium on Medical Marketing

Refereed Conferences

- Academy of Management
- Society of Business Ethics
- Conference on Empirical Legal Studies, Yale Law School
- International Association of Conflict Management
- Behavioral Decision Research in Management Conference
- Princeton Graduate Student Conference on Psychology and Policymaking
- Judgment and Decision-Making Pre-Conference of the Society of Personality and Social Psychology
- Society of Personality and Social Psychology
- Society of Judgment & Decision Making

2009

Invited Presentation

- Society for Medical Decision Making

Refereed Conferences

- Society for Judgment and Decision Making
- Ninth Annual Trans-Atlantic Doctoral Conference, London Business School

TEACHING

Johnson Graduate School of Management, Cornell University

Dean's Honor Roll for teaching evaluations > 4.5 / 5.0 for all courses taught:

- Managing and Leading Organizations
Core MBA Course, Johnson-Weill dual degree Executive MBA/MS in Healthcare Leadership
- Critical and Strategic Thinking
Core MBA Course, Core Accelerated MBA Course, Core Cornell Tech MBA Course
- Negotiations
Including power, ethics, and influence. MBA Elective, EMBA Elective, Cornell Tech MBA Elective.

Tuck School of Business and Giesel School of Medicine, Dartmouth College

- Negotiations
Executives, Masters of Health Care Delivery Science Program

College of Human Ecology, Policy Analysis and Management, Cornell University

- Negotiations
Executives, Masters in Health Administration Sloan Program

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Cambridge Judge Business School, University of Cambridge

- Negotiations
Executives and Masters of Accounting Course

McDonough School of Business, Georgetown University

- Social Responsibility of Business
Core Senior Capstone Course

Executive Education / Industry Courses (selected programs, 2005 - 2008)

- *To:* CEOs, Finance Directors, Vice Presidents, General Managers, Sales and Marketing Heads, National Managers, Directors, Corporate Affairs, Physicians, Health Care Professionals, and Medical Directors.
- *Selected Topics:* Negotiations; Principles of Influence; Managerial Decision-Making, Ethical Leadership

SELECTED MEDIA COVERAGE

- [The System](#) podcast (November 7, 2022), on the Case of Kevin Keith, hosted by Kim Kardashian
- [European Financial Review](#) (August 31, 2022) – Mental health: Pressure to return to the office could be making employees more anxious
- [Professional Planner](#) (February 9, 2022) – Vertical integration needs a nuanced review
- [Financial Times](#) (January 30, 2022) – The paradox that leads professionals into temptation
- [The New York Times](#) (March 27, 2021) – Start retraining for social interactions
- [Financial Times](#) (February 22, 2021) – Business school briefing
- [Scientific American](#) (December 3, 2020) – Conflicts of Interest and COVID
- [Washington Post \(The Lily\)](#) (September 26, 2020) – Your guide to making big decisions right now
- [The Boston Globe](#) (August 4, 2020) – Brigham president had sold more Moderna stock before she resigned from the biotech's board
- [Financial Review](#) (October 18, 2019) – What ASIC's 'sludge busting' shift means
- [Financial Review](#) (October 14, 2019) – ASIC takes aim at financial 'sludge'
- [The Sydney Morning Herald](#) (October 5, 2019) – Governments are learning a simple and cheap nudge can yield big dividends
- [Australian Securities and Investments Commission](#) (July 30, 2019) – Doing the right thing
- [Financial Review](#) (July 19, 2019) – The many doubts of Michael Hodge, QC
- [Cornell Chronicle](#) (March 21, 2019) – Sah: Medical guidelines may be biased, overly aggressive
- [Australian Financial Review](#) (November 9, 2018) – Banks must curb conflicts of interest: banking royal commission paper
- [Australian Broker](#) (November 8, 2018) – Royal Commission paper assesses bias
- [The Chronicle of Higher Education](#) (October 7, 2018) – How Academic Corruption Works
- [Bloomberg](#) (October 4, 2018) – Doctors Like to Think Big Pharma Doesn't Sway Them. It Does
- [Financial Planning](#) (December 11, 2017) – Would ratings system for advisors prompt better behavior? It helped food industry
- [Harvard Business Review](#) (September 28, 2017) – Missing Product Information Doesn't Bother Consumers as Much as It Should
- [Scientific American](#) (October 1, 2017) – Let's Keep the Science in Forensic Science (article in print magazine)
- [Scientific American](#) (May 8, 2017) – We Must Strengthen the "Science" in Forensic Science (blog post)
- [New Republic](#) (October 14, 2016) – For Fairer Courts, Address Prosecutor Bias

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- [The New York Times](#) (July 8, 2016) - The Paradox of Disclosure
- [Department of Justice](#) (August 6, 2015) - Department of Justice and The National Institute of Standards and Technology Name Six Experts as New Members of National Commission on Forensic Science
- [The New Yorker](#) (February 25, 2015) – No, mornings don't make you moral
- [Forbes](#) (November 17, 2014) – What you should know before seeking a second opinion
- [The Star, Toronto](#) (October 28, 2014) – Disclosure may not work in investing
- [Nature](#) (October 3, 2014) – Disclosing Conflicts of Interest has Unintended Effects
- [NPR](#) (September 9, 2014) – Morning person, or night owl? It matters
- [The Atlantic](#) (July 23, 2014) - Morning People Are More Likely to Lie to Their Bosses in the Afternoon
- [The Washington Post](#) (July 22, 2014) - The 9-to-5 workday is practically an invitation to ethical lapses
- [BBC News](#) (July 17, 2014) - Early risers 'less moral at night'
- [The Telegraph](#) (July 17, 2014) - Early risers more likely to cheat and behave dishonestly at night, US study finds
- [Metro](#) (July 17, 2014) - Early birds more likely to behave badly at night, says study
- [Huffington Post](#) (October 25, 2013) - No Conflict: Transparency and Morals
- [Forbes](#) (May 22, 2013) - The Dark Side of Confidence
- [Psychology Today](#) (May 12, 2013) - How Uncertainty Overpowers Evidence in Matters of Health
- [Forbes](#) (April 14, 2013) - Study: Many Invasive Medical Procedures are the Result of Uncertainty, Not Evidence
- [Huffington Post](#) (March 28, 2013) - You Follow Advice Despite Conflicts of Interest
- [Georgetown Magazine](#) (Winter 2013) - The Business of Medicine
- [Financial Times](#) (May 11, 2012) - Something for the weekend
- [Forbes](#) (May 9, 2012) - If You Want Honest Investment Advice, Only Get It One-on-One
- [The Atlantic](#) (May 23, 2011) - Disclosure: Transparency May Be Hazardous to Your Health
- [NPR](#) (Sept 15, 2010) - Why Do Doctors Take Drugmakers' Gifts?
- [The Wall Street Journal](#) (Sept 15, 2010) - Study: Medical Residents' Attitudes Towards Gifts Easily Swayed

PROFESSIONAL SERVICE

Board Memberships

| | |
|--|--------------|
| The American College Center for Ethics in Financial Services, Advisory Board | 2022–present |
| Behavioural Public Policy Journal, Editorial Board | 2021–present |
| International Behavioural Public Policy Association, Officer, Advisory Board | 2020–present |
| Organizational Behavior and Human Decision Processes, Editorial Board | 2013–2020 |
| Human Factors Committee, National Institute of Science and Technology | 2014–2016 |
| Forensic Science Standards Board, U.S. Department of Commerce | 2014–2016 |

Behavioral Economics in Health Network

| | |
|---|--------------|
| Scientific Committee, 8 th Workshop on Behavioral and Health Economics | 2023–present |
| Scientific Advisory Board | 2020–present |

The Productivity Institute

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|-------------------------------|-----------|
| Advisory Committee | 2022–2023 |
| Steering and Impact Committee | 2021–2022 |

National Academies of Sciences, Engineering and Medicine

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| Planning Committee, National Academies Workshop on Improving Consent | 2021–2022 |
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| Open Innovation Team and Policy Profession Unit, UK Government | |
| Advisor | 2022 |
| National Commission on Forensic Science, U.S. Department of Justice | |
| Commissioner | 2015–2017 |
| Human Factors Subcommittee | 2015–2017 |
| Expert Witness | |
| State of California | 2022 |
| Office of the Ohio Public Defender | 2019 |
| U.S. Department of Justice | 2011–2012 |
| <i>Society for Judgment and Decision Making</i> | |
| M.C. for health decision-making track | 2020 |
| Senior Scholar in Underrepresented scholars in SJDM Roundtable | 2020 |
| Organizer of Women in SJDM Annual Event | 2015–2018 |
| Beattie Award Committee | 2014–2017 |
| Judge for Student Posters | 2012–2016 |
| <i>Academy of Management</i> | |
| Faculty Fellow, Organizational Behavior Division Junior Faculty Workshop | 2023 |
| Panelist, Health Care Management Division | 2023 |
| Ad-hoc reviewer | |
| Organizational Behavior and Human Decision Processes | |
| Organization Science | |
| Management Science | |
| Journal of Business Ethics | |
| Journal of Personality and Social Psychology | |
| Journal of Experimental Social Psychology | |
| Journal of Experimental Psychology: General | |
| Psychological Bulletin | |
| Current Directions in Psychological Science | |
| Social Cognition | |
| The New England Journal of Medicine | |
| The Journal of the American Medical Association | |
| JAMA Internal Medicine | |
| Medical Decision Making | |
| Behavioral Science and Policy | |
| Behavioural Public Policy | |
| Science | |
| Science Advances | |
| Journal of Legal Studies | |
| Journal of Empirical Legal Studies | |
| Oxford University Press | |
| Cambridge University Press | |
| Columbia University Press | |
| MIT University Press | |
| National Science Foundation | |

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Dissertation Committee Member

| | |
|---|----------------|
| Igor Estraykh, Graziadio Business School, Pepperdine University | July 2022 |
| David Butler, Warwick Business School | September 2018 |
| Christina Rader, Fuqua School of Business, Duke University | May 2015 |

Cornell University

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|--|--------------|
| Office of Faculty Development & Diversity Advisory Committee, Cornell University | 2023–present |
| Director of Cornell University's Academic Leadership Institute, Cornell University | 2021–present |
| Alumni Giving and Fundraising Proposals, Ethical Leadership | 2021–present |
| Johnson School, Management & Organizations, RTE Committee, Chair | 2021–2022 |
| Johnson School, Management & Organizations, RTE Committee, Member (x3) | 2021–2022 |
| College of Business, Behavioral Simulation Laboratory Committee | 2015–2020 |
| College of Business, Academic Standards Committee | 2019 |
| College of Business, Management & Organizations: | 2018–2019 |
| Co-organizer and Presenter, Inaugural Micro-OB Research Event | |
| Management & Organizations with ILR School, Seminar Series Coordinator | 2017–2019 |
| Hotel School, Management & Organizations, Faculty Recruitment Committee | 2017-2018 |
| Johnson, Management & Organizations, Faculty Recruitment Committee | 2015–2016 |
| Johnson, Management & Organizations Ph.D. Program Coordinator (18 months) | 2016–2017 |
| Johnson, Management & Organizations, PhD admissions committee | 2015–2016 |
| Johnson, Management & Organizations Rep, PhD Open House Faculty Panel | 2015 |

University of Cambridge, Cambridge Judge Business School

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|---|--------------|
| Honorary Fellow | 2021–present |
| Organizational Behaviour Subject Group Head (Lent and Easter terms) | 2021 |
| Dean Search Interview Committee | 2020–2021 |

McDonough School of Business, Georgetown University

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|---|-----------|
| Ethics Area Faculty Recruitment Committee | 2014–2015 |
| Ethics Speaker Series | 2012–2015 |
| PharmedOut Steering Committee | 2012–2015 |
| MBA Academic Integrity Board | 2012–2013 |

OTHER ACHIEVEMENTS

- Chaired Symposia / Workshop:
 - Invitational Choice Symposium, May 2016, Lake Louise, AB, Canada
 - Society of Business Ethics, August 2014, Philadelphia, PA
 - Society of Business Ethics, August 2013, Orlando, FL
 - 25th Association for Psychological Science Annual Convention, May 2013, Washington DC
 - Society of Judgment and Decision-Making, November 2011, Seattle, WA
 - Academy of Management OMT/MOC Doctoral Symposium, August 2011
 - Negotiation and Decision-Making Course, Harvard Business School, January 2010
 - Decision Neuroscience Workshop, Ross Business School, August 2009
 - Flute (Grade 8 with Merit from Royal Schools of Music, UK)
 - PADI Open Water Diver
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OTHER PROFESSIONAL POSITIONS

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|--|--------------|
| The American College, Maguire Center for Ethics in Financial Services Advisory Board Member | 2022–present |
| MyLÚA Health Advisory Board Member | 2021–present |
| International Behavioural Public Policy Association Advisory Board Member | 2020–present |
| Behavioural Economics in Health Network Scientific Committee, Workshop on Behavioral and Health Economics Scientific Advisory Board | 2020–present |
| The Productivity Institute Advisory Committee and Steering and Impact Committee | 2021–2023 |
| United States, State of California Expert witness; healthcare fraud case on kickbacks and incentives given to physicians | 2022 |
| National Academies of Sciences, Engineering and Medicine (NAS) Planning Committee, Workshop on Improving Consent in Research | 2021–2022 |
| Office of the Ohio Public Defender, Death Penalty Department Expert Witness Report on the Validity, Reliability, and Biases of Forensic Science | 2019 |
| Australian Government, Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry Expert Research Report on Conflicts of Interest and Disclosure | 2018 |
| United States Department of Justice, National Commission on Forensic Science Commissioner and Human Factors Subcommittee Member | 2015–2017 |
| United States Department of Commerce, National Institute of Standards and Technology (NIST) Human Factors Committee, Forensic Science Standards Board | 2014–2016 |
| United States Department of Justice Expert Witness; national healthcare fraud case on industry gifts given to physicians. Resulted in one of the largest health care fraud settlements in US history at \$2.2 billion | 2011–2012 |
| Organisational Dynamics Ltd. CEO, Managing Director and Founder; consultancy in managerial decision making | 2006–2010 |
| IMS Health Consulting European Marketing Director and Senior Consultant | 2002–2006 |
| NHS Trust UK Medical Doctor; Registration and Licensure: UK General Medical Council | 1997–2011 |
