

Aaron David Nichols

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EDUCATION

Boston University (Expected, 2025)

Ph.D. Marketing

The University of North Carolina at Chapel Hill (2014)

B.S. Psychology

B.A. Economics

Minor. Hebrew Language

RESEARCH INTERESTS

Social Impact, Misinformation, Diversity Equity & Inclusion, Ethical Behavior

TEACHING INTERESTS

Marketing Research, Social Impact, Consumer Behavior, Marketing Management, Branding, Digital Marketing

PUBLICATIONS (* - corresponding authors)

Alp Boz, H.*, Bahrami, M.*, Balcisoy, S., Bozkaya, B., Mazar, N., **Nichols, A. D.**, & Petland, A. (Forthcoming). Investigating Neighborhood Adaptability Using Mobility Networks: A Case Study of the COVID-19 Pandemic. *Humanities and Social Sciences Communications*. [Authors are in alphabetical order]

Nichols, A. D.*, Axt, J.*, Gosnell, E., & Ariely, D. (2023). A Field Study of the Impacts of Workplace Diversity on the Recruitment of Minority Group Members. *Nature Human Behaviour*. <https://doi.org/10.1038/s41562-023-01731-5>

Mitkidis, P., Perkovic, S., **Nichols, A.**, Elbæk, C. T., Gerlach, P., & Ariely, D. (2023). Morality in minimally deceptive environments. *Journal of Experimental Psychology: Applied*. Advance online publication. <https://doi.org/10.1037/xap0000476>.

Nichols, A. D., Lang, M., Kavanagh, C., Kundt, R., Yamada, J., Ariely, D., & Mitkidis, P. (2020). Replicating and Extending the Effects of Auditory Religious Cues on Dishonest Behavior. *PLOS ONE*, 15(8), e0237007.

Lang, M., Mitkidis, P., Kundt, R., **Nichols, A.**, Krajčková, L., & Xygalatas, D. (2016). Music As a Sacred Cue? Effects of Religious Music on Moral Behavior. *Frontiers in Psychology*. vol. 7, 814.

SELECTED WORK IN PROGRESS

Nichols, A. D., Mazar, N., Parker, T., Pennycook, G., Rand, D., & Van Alstyne, M. Certifiably True: The Impact of Self-Certification on Misinformation.

Nichols, A. D., Cadario, R., & Mazar, N. The Impact of Ethical Company Ratings on Consumer Behavior.

Moore, D., Nelson, L., & 22 other researchers. Moral Licensing: An Empirical Audit and Review.

Nichols, A. D., Trudel, R., & Mazar, N. When More for You, Feels Like Less for Me: How Consumers Respond to Inclusive Policies.

POPULAR PRESS

Nichols, A., & Ariely, D. (2016, June 27). Does being paid hourly vs. yearly change how you save?
<http://www.pbs.org/newshour/making-sense/does-being-paid-hourly-vs-yearly-change-how-you-save/>

HONORS AND AWARDS

Doctoral Consortium Fellow. AMA-Sheth Foundation (2024)

Research Grant – \$5,000. Susilo Institute for Ethics in the Global Economy (2023).
With Chiara Longoni (Boston University) and Nina Mazar (PI, Boston University)

Research Funding Award, Boston University (2019-2024)

Conference Travel Funding Award, Boston University (2019–2024)

Proof of Concept Award – \$20,000, 10 Months (2022). Impact Measurement & Allocation Program (IMAP).
With Romain Cadario (Erasmus University) and Nina Mazar (PI, Boston University)

Blue Ribbon Teamwork Award Winner, Duke University (2017)

PRESENTATIONS AND POSTERS

Presenter. Freedom of Expression Scholars Conference (2024). Certifiably True: The Impact of Self-Certification on Misinformation.

Poster Presentation. Society for Consumer Psychology Annual Conference (2024). When More for You Feels Like Less for Me.

Poster Presentation. Association for Consumer Research Conference (2023). When More for You Feels Like Less for Me.

Poster Presentation. Association for Consumer Research Conference (2023). The Impact of Ethical Company Ratings on Consumer Behavior.

Presenter. Technology Race and Prejudice Unconference at Harvard Business School (2023). When More for You Feels Like Less for Me: How Consumers Respond to Inclusive Policies.

Presenter. Marketing Science: DEI Conference at SMU Cox (2023). A Field Study Examining How Workplace Diversity Impacts the Recruitment of Minority Group Members.

Poster Presentation. Society for Judgement and Decision-Making Annual Conference (2022). The Impact of Ethical Company Ratings on Consumer Behavior.

Poster Presentation. Society for Consumer Psychology Annual Conference (2022). The Impact of Ethical Company Ratings on Consumer Behavior.

Poster Presentation. Boulder Summer Conference (2019). How the Framing of Retirement Benefits Affects Individuals' Preferences for When to Claim US Social Security.

Poster Presentation. Society for Judgement and Decision-Making Annual Conference (2018). How the Framing of Retirement Benefits Affects Preferences for When to Claim Social Security.

Presenter. Behavioral Science & Policy Association Annual Conference (2017). It's About Time: Changing Wage Structure to Encourage Greater Long-Term Savings.

Presenter. New England Children's Savings Account Consortium hosted by the Federal Reserve of Boston (2017). Behavioral Economics & College Savings. [With Joseph Sherlock, on behalf of the Common Cents Lab]

TEACHING

Instructor. Marketing Research (Boston University, Undergraduate)

Received highest possible (5.0/5.0) course evaluation and teacher evaluation (Summer 2022)

Course assistant. Ethical Leadership in the Global Economy (Boston University - Questrom School of Business, MBA)

Under the supervision of Professor Nina Mažar (Fall 2020, Fall 2021, Spring 2023)

Teaching assistant. Marketing Research (Boston University, Undergraduate)

Under the supervision of Professor Daniella Kupor (Spring 2022)

SERVICE

Reviewer. Information Technology & People (2022 – Present)

Reviewer. Psychology & Marketing (2023 – Present)

Student Mentor. North Carolina School of Science and Math (2015)

Conference Volunteer. Association for Consumer Research (2021)

SELECTED DOCTORAL COURSEWORK

Advanced Marketing Theory Abigail Sussman (University of Chicago)

Advanced Statistics Timothy Heeran (Boston University)

Consumer Behavior I Remi Trudel (Boston University)

Consumer Behavior II Anat Keinan (Boston University)

Customer Focused Firms Shuba Srinivasan (Boston University)

Experimental Design & Methods Carey K. Morewedge (Boston University)

Field Experiments in Psych. & Econ. Gautam Rao (Harvard), Elizabeth Spelke (Harvard), & Esther Duflo (MIT)

Marketing Models Juanjuan Zhang (MIT)

Psychology & Economics Drazen Prelec (MIT)

Public Economics & Fiscal Policy Raj Chetty (Harvard) & Hunt Alcott (Harvard visiting Associate Professor)

Replication, Reporting, & Openness Don Moore (UC Berkeley) & Leif Nelson (UC Berkeley)

Statistics in Psychology I & II Timothy Brown (Boston University)

Research Workshop in Social Psych. Joshua Greene (Harvard)

REFERENCES

Nina Mažar

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David Rand

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Sloan School of Business
Massachusetts Institute of Technology
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Remi Trudel

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Marshall Van Alstyne

Professor of Information Systems
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