

Aaron D. Nichols

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EDUCATION

Boston University (Expected, 2025)

Ph.D. Marketing (Consumer Behavior)

The University of North Carolina at Chapel Hill (2014)

B.S. Psychology

B.A. Economics

RESEARCH INTERESTS

Social Impact, Misinformation, Equity, Ethical Behavior

TEACHING INTERESTS

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

PUBLICATIONS (* - corresponding author)

Boz, Hasan Alp*, Mohsen Bahrami*, Selim Balcisoy, Burcin Bozkaya, Nina Mazar, **Aaron Nichols**, and Alex Pentland (2024), “Investigating Neighborhood Adaptability Using Mobility Networks: A Case Study of the COVID-19 Pandemic,” *Humanities and Social Sciences Communications*, 11(1), 1–11, <https://doi.org/10.1057/s41599-024-02881-1>. [Authors in alphabetical order after corresponding authors]

- **Google Scholar Citations:** 4
- **Altmetric Score:** 9, placing it in the Top 25% of articles scored.

Mitkidis, Panagiotis*, Sonja Perkovic, **Aaron Nichols**, Christian T. Elbæk, Philipp Gerlach, and Dan Ariely (2024), “Morality in Minimally Deceptive Environments,” *Journal of Experimental Psychology: Applied*, 30(1), 48–61, <https://doi.org/10.1037/xap0000476>.

- **Google Scholar Citations:** 3
- **Altmetric Score:** 1

Nichols, Aaron D.*, Jordan Axt*, Evelyn Gosnell, and Dan Ariely (2023), “A Field Study of the Impacts of Workplace Diversity on the Recruitment of Minority Group Members,” *Nature Human Behaviour*, 7(12), 2212–27, <https://doi.org/10.1038/s41562-023-01731-5>.

- **Google Scholar Citations:** 2
- **Altmetric Score:** 51, placing it in the Top 5% of articles scored.

Nichols, Aaron D.*, Martin Lang, Christopher Kavanagh, Radek Kundt, Junko Yamada, Dan Ariely, and Panagiotis Mitkidis (2020), “Replicating and Extending the Effects of Auditory Religious Cues on Dishonest Behavior,” *PLoS One*, 15(8), e0237007, <https://doi.org/10.1371/journal.pone.0237007>.

- **Google Scholar Citations:** 10
- **Altmetric Score:** 9, placing it in the Top 25% of articles scored.

Lang, Martin*, Panagiotis Mitkidis, Radek Kundt, **Aaron Nichols**, Lenka Krajčková, and Dimitris Xygalatas (2016), “Music As a Sacred Cue? Effects of Religious Music on Moral Behavior,” *Frontiers in Psychology*, 7, <https://doi.org/10.3389/fpsyg.2016.00814>.

- **Google Scholar Citations:** 52
- **Altmetric Score:** 19, placing it in the Top 25% of articles scored.

POPULAR PRESS

Nichols, Aaron (2023), “A Field Study of the Impacts of Workplace Diversity on the Recruitment of Minority Group Members,” *Research Communities by Springer Nature*, <https://go.nature.com/46LnYVU>.

Nichols, Aaron and Dan Ariely (2016), “Does Being Paid Hourly vs. Yearly Change How You Save?,” *PBS NewsHour*, <https://www.pbs.org/newshour/economy/does-being-paid-hourly-vs-yearly-change-how-you-save>.

WORKING PAPER - JOB MARKET PAPER

Nichols, Aaron D., Nina Mažar, Tejovan Parker, Gordon Pennycook, David Rand, and Marshall Van Alstyne (2024), “Certifiably True: The Impact of Self-Certification on Misinformation.” [Preparing for submission to *Proceedings of the National Academy of Sciences (PNAS) of the United States of America*]

SELECTED WORK IN PROGRESS

“Governance Intervention to Limit Misinformation in Digital Marketplaces,” with Swapneel Mehta, Nina Mažar, Gordon Pennycook, David Rand, Sverre Wiedswang, and Marshall Van Alstyne.

“Moral Licensing: An Empirical Audit and Review,” with Don Moore, Leif Nelson, Kristin Donnelly, and 21 other academics.

“The Impact of Ethical Company Ratings on Consumer Behavior,” with Romain Cadario and Nina Mažar.

“When More for You Feels Like Less for Me: How Consumers Respond to Inclusive Policies,” with Remi Trudel and Nina Mažar.

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 (Bocconi University) & Nina Mažar (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. Impact Measurement & Allocation
Program (2022), With Romain Cadario (Erasmus University) & Nina Mažar (PI,
Boston University)

Blue Ribbon Teamwork Award Winner, Duke University (2017)

INVITED TALKS/PRESENTATIONS

Platform Strategy Research Symposium (2024). Certifiably True: The Impact of Self-
Certification on Misinformation.

IC2S2 – International Conference on Computational Social Science (2024). Certifiably
True: The Impact of Self-Certification on Misinformation.

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

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.

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

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

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]

POSTERS

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

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

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

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

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

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

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

TEACHING

Instructor. Marketing Research (Boston University, Undergraduate)
Received highest overall (5.0/5.0) course evaluation and teacher evaluation
(Summer 2022; 6 students)

Course assistant. Ethical Leadership in the Global Economy (Boston University - Questrom School of Business, MBA)
Under supervision of Professor Nina Mažar (Fall 2020, Fall 2021, Spring 2023)

Teaching assistant. Marketing Research (Boston University, Undergraduate)
Under supervision of Professor Daniella Kupor (Spring 2022)

SERVICE

Reviewer. Psychology & Marketing (2023 – Present); Information Technology & People (2022 – Present)

Conference Volunteer. Association for Consumer Research (2021)

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

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, Elizabeth Spelke (Harvard University), & Esther Duflo (MIT)
Marketing Models	Juanjuan Zhang (MIT)
Psychology & Economics	Drazen Prelec (MIT)
Public Economics & Fiscal Policy	Raj Chetty (Harvard University) & Hunt Alcott (Stanford University)
Replication, Reporting, & Openness	Don Moore & Leif Nelson (UC Berkeley)
Statistics in Psychology I & II	Timothy Brown (Boston University)
Research Workshop in Social Psych.	Joshua Greene (Harvard University)

REFERENCES

Jordan Axt (Co-Author)

Assistant Professor of Psychology
Department of Psychology
McGill University
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Nina Mažar (PhD Advisor & Co-Author)

Professor of Marketing
Questrom School of Business
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David Rand (PhD Committee Member & Co-Author)

Professor of Management Science and Brain and Cognitive Sciences
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ADDITIONAL REFERENCES

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Remi Trudel (PhD Committee Member & Co-Author)

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