

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

Misinformation, Social Impact, Equity, Ethical Behavior

TEACHING INTERESTS

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

JOB MARKET PAPER (* lead author)

Nichols, Aaron D.*, Nina Mazar, 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*]

PUBLICATIONS (* lead 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:** 5
- **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:** 5
- **Altmetric Score:** 50, placing it in the Top 5% of articles scored.
- **Independently replicated:** Jenny Chang and Silvia Saccardo (forthcoming), "A Comment on 'A Field Study on the Impacts of Workplace Diversity on the Recruitment of Minority Group Members'," [an official collaboration](#) with the Institute for Replication and *Nature Human Behaviour*.

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:** 12
- **Altmetric Score:** 9, placing it in the Top 25% of articles scored.

Lang, Martin*, Panagiotis Mitkidis, Radek Kundt, **Aaron Nichols**, Lenka Krajčiková, 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:** 54
- **Altmetric Score:** 18, 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>.

SELECTED WORK IN PROGRESS (* lead author)

Moore, Don, Leif Nelson, Kristin Donnelly and 21 other academics, “Moral Licensing: An Empirical Audit and Review,” [**Status:** Data collection and analysis completed; working paper, preparing for *Psychological Science*]

Nichols, Aaron D.*, Swapneel Mehta*, Abhishek Shah, Pratyay Bannerjee, Jiayang Kuang, Nina Mazar, and Marshall Van Alstyne “Market Design Interventions for Safer Agentic AI,” with. [**Status:** Experiment 1 completed; Target: *Marketing Science, Journal of Marketing Research, or Management Science*]

Nichols, Aaron D.*, Romain Cadario, and Nina Mazar, “Ethical Ratings and Consumer Behavior: Insights from Lab to Field.” [**Status:** Data collection and analysis completed; three experiments; working paper, preparing for *JCP*]

Nichols, Aaron D.*, Remi Trudel, and Nina Mazar. “When More for You Feels Like Less for Me: How Consumers Respond to Inclusive Policies.” [**Status:** Experiments 1a and 1b completed; Target: *Journal of Consumer Research*]

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

AIML (2024) – Conference on Artificial Intelligence, Machine Learning, and Business Analytics. Market Design Interventions for Safer Agentic AI.

MarkTech Conference (2024). Improving Governance of Digital Platforms with Truth Warrants.

WISE – Workshop on Information Systems and Economics (2024). Certifiably True: The Impact of Self-Certification on Misinformation.

Psychology of Technology Conference (2024). Certifiably True: The Impact of Self-Certification on Misinformation.

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 & Prejudice Unconference at Harvard Business School (2023). 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 CSA Consortium hosted by the Federal Reserve of Boston (2017). Behavioral Economics & College Savings. [With Joseph Sherlock]

POSTERS

SJDM – Society for Judgement and Decision-Making Annual Conference (2024). Certifiably True: The Impact of Self-Certification on Misinformation.

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

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

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

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

SCP – 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.

SJDM – 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

1. Jordan Axt (Co-Author)

Assistant Professor of Psychology
Department of Psychology
McGill University
jordan.axt@mcgill.ca

2. Nina Mazar (PhD Advisor & Co-Author)

Professor of Marketing
Questrom School of Business
Boston University
nmazar@bu.edu

3. Marshall Van Alstyne (Professor of Information Systems, Co-Author) together with Carey Morewedge (Professor of Marketing, Department Chair) & Remi Trudel (Professor of Marketing, PhD Committee Member & Collaborator)

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