

Zoë B. Cullen

[zcullen@hbs.edu](mailto:zcullen@hbs.edu)

Rock Center Rm. 211

Boston, MA 02163

+1 617-495-1867

## **EMPLOYMENT**

- 2018- Assistant Professor, Harvard Business School
- 2018-19 Research Consultant, Microsoft Research Labs New England
- 2016-18 Chief Economist, South East Asian Bank<sup>1</sup>
- 2006-09 Mt. Sinai Humanities and Medicine Program / Analyst RAND Corporation

## **ACADEMIC AFFILIATIONS**

- 2021- NBER Research Affiliate, Labor Studies
- 2020- Associate Editor at the Journal of Political Economy

## **EDUCATION**

Ph.D. in Economics, Stanford University, 2016

B.A. in Economics, Yale University, 2006

## **PUBLICATIONS (Peer Reviewed)**

*Equilibrium Effects of Pay Transparency* (with Bobak Pakzad-Hurson) *Econometrica* 2023 Vol. 91 (3), pp. 765–802 (Lead Article)

*The Old Boy's Club: Schmoozing and the Gender Gap* (with Ricardo Perez-Truglia), *American Economic Review* 2023 Vol. 113 (7), pp. 1703-1740 (Lead Article)

*Increasing Demand for Workers with a Criminal Background* (with Will Dobbie and Mitch Hoffman) *Quarterly Journal of Economics* 2023 Vol. 138 (1), pp. 103–150

*The Salary Taboo: Privacy Norms and the Diffusion of Information* (with Ricardo Perez-Truglia) *Journal of Public Economics* Vol. 222, 104890

*How Much Does Your Boss Make? The Effects of Salary Comparisons* (with Ricardo Perez-Truglia) *Journal of Political Economy* (2022) Vol. 130 (3), pp. 766–822

---

<sup>1</sup> The identity of this bank has been concealed to honor research collaboration terms.

*Business Reopening Decisions and Demand Forecasts During the COVID-19 Pandemic.* (with Dylan, Balla-Elliott, Edward L. Glaeser, Michael Luca, and Christopher Stanton) *Journal of Policy Analysis and Management* (2021) 41, no. 1

*Outsourcing Tasks Online: Matching Supply and Demand on Internet Platforms* (with Chiara Farronato), *Management Science* (2021) 67, no.7 (featured article)

*The Impact of COVID-19 on Small Business Outcomes and Expectations* (with Alex Bartik, Marianne Bertrand, Edward L. Glaeser, Michael Luca, and Christopher Stanton), *Proceedings of the National Academy of Sciences* 117, no. 30 (July 28, 2020)

## **WORKING PAPERS**

*What's My Employee Worth? The Effects of Salary Benchmarking* (with Shengwu Li and Ricardo Perez-Truglia) NBER Working Paper Series, No. 30570, October 2022.

*Is Pay Transparency Good?* Invited publication for *Journal of Economic Perspectives* (editors Heidi Williams, Erik Hurst, Nina Pavcnik)

*The Targeting and Impact of Paycheck Protection Program Loans to Small Businesses.* (with Alex Bartik, Zoë B. Cullen, Edward L. Glaeser, Michael Luca, Christopher Stanton, and Adi Sunderam) Harvard Business School Working Paper, No. 21-021, August 2020, Under revision at the *Review of Economics and Statistics*

*The rise of remote work: Evidence from Business and Employee Surveys over the COVID-19 Pandemic* (with Alex Bartik, Edward L. Glaeser, Michael Luca, and Christopher Stanton. Harvard Business School Working Paper, No. 20-138, June 2020.

## **PUBLICATIONS (Non-Peer Reviewed)**

*The Spreadsheet* (with Alex MacKay) Harvard Business School Case 723-366, Aug 2022.

*ADP: Private Data for the Social Good* (with Michael Luca, and Amy Klopenstein) Harvard Business School Case 922-042, company sign-off and final numbers pending. September 2022.

*A Close Shave at Squire* (with Bussgang, Jeffrey J., William R. Kerr, Benjamin N. Roth, Michael Norris) Harvard Business School Case 821-073, July 2021.

*How Has COVID-19 Affected Health Insurance Offered by Small Businesses in the U.S.? Early Evidence from a Survey* (with Dafny, Leemore S., Yin Wei Soon, Christopher T. Stanton) *New England Journal of Medicine* (August 14, 2020).

## **MEDIA COVERAGE**

Research featured in 100+ articles from outlets such as The New York Times, Wall Street Journal, The Atlantic, The New York Times Magazine, NPR, The Economist, Harvard Business Review, Forbes, Bloomberg, etc.

### **SCHOLARSHIPS, HONORS AND AWARDS**

2023 NSF Award (\$368,490) “Information Frictions, Pay, and Pay Equity” (with Perez-Truglia)  
2021 Excellence in Refereeing Award, AER: Insights  
2019 Exemplary Applied Modeling Paper EC’19  
2015-16 CCSRE Fellow (Stanford University)  
2013-14 E2A Research Challenge, UC Berkeley CEGA  
2005-08 Humanities in Medicine Program, Mount Sinai, New York  
2006 Rhodes Finalist  
2005-06 Phi Beta Kappa

### **SPEAKING INVITATIONS**

2023-2024 (scheduled) Stanford (Economics, Joint Applied Micro), Duke Economics, LSE, UCL, Queen Mary, FSI, Purdue, University of Chicago Harris School of Public Policy

2022-2023 (scheduled) NBER Summer Institute Labor Studies, MIT (Econ), Berkeley (Econ), Michigan (Econ), Columbia (Business School), Behavioral Economics Design Initiative, Georgetown (Business School), Cornell (Econ), University of Chicago (Booth Business School), Chicago-Berkeley Behavioral Economics Workshop, Boston College, MIT IDE, AEA, Yale (Econ), Yale SOM, DIW Berlin, IZA

2021-2022 Berkeley (Econ), Michigan (Econ), Columbia (Econ), Harvard (Econ & Law), Boston University (Econ), Northwestern (Kellogg), Carnegie Mellon (Heinz College and Tepper School), University of Pittsburgh (Econ), Texas A&M (Meer Workshop), Uber, Erasmus University (Micro Seminar Series), Bocconi University (AXA Research Lab), Università Cattolica

2020-2021 MIT IDE, Tufts, Copenhagen, American Enterprise Institute, Cornell Finance, Cornell Economics, Georgetown, World Bank, University of Zurich, Bergen FAIR Institute, Advanced Field Experiments, Baylor, NBER Labor (Spring), Society of Labor Economics, Yale Cowles Conference on Labor and Public Economics, NBER Summer Institute (Personnel)

2019-2020 MIT Sloan IWER, INSEAD, Columbia Business School, San Diego ECBE, Advanced Field Experiments Conference, Field Days Conference, EAYE Workshop Paris School of Economics, ASSA Meetings, Tel Aviv University, Ben Gurion University, NSL-E Workshop Princeton, NBER Organizations, SOLE

2018-2019 Harvard (Econ), Dartmouth (Econ), MIT (Business School), NBER Labor Studies Fall, Berkley Haas (Oliver Williamson Seminar), UCLA (Business School), Brown (Econ), Einaudi Institute, Advanced Field Experiments Conference, ASSA Meetings, Kansas University

### **PEER REVIEW ACTIVITIES**

*Econometrica, American Economic Review, Journal of Political Economy, Review of Economic Studies, Quarterly Journal of Economics, AEJ: Applied Economics, Economic Journal, Journal of European Economic Association, Journal of Labor Economics, Journal of Public Economics, Economica, European Economic Review, Management Science,*

### **PROGRAM COMMITTEES**

*Econometric Society (2023), NBER Summer Institute (2022) Labor Studies, The Econometric Society, Mechanism Design For Social Good (MS4G), Equity and Access in Algorithms, Mechanisms and Optimization (EAAMO), Society for Institutional and Organizational Economics (SIOE), National Association of Business Economics (NABE), Ridge Workshop on Public Economics*

### **TEACHING**

*Harvard Business School M.B.A. courses: The Entrepreneurial Manager, Negotiations*

### **ADVISING**

*Brit Sharoni (Harvard Econ PhD candidate), Julia Gilman (MIT Econ PhD Candidate) Jenna Anders (Harvard Econ PhD candidate), Katherine Fang (Yale Law Student, joint PhD Yale SOM candidate), Dylan Balla-Elliott (University of Chicago PhD candidate), Anh Nguyen (UCLA Anderson PhD Candidate)*