

# Aaron David Nichols

ORCID: [0000-0003-2536-5850](https://orcid.org/0000-0003-2536-5850)

• Address: 595 Commonwealth Ave, Boston, MA 02215 • Email: [adn@bu.edu](mailto:adn@bu.edu) • Pronouns: He/Him

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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

## JOB MARKET PAPER

**Nichols, Aaron D.**, Nina Mazar, Tejovan Parker, Gordon Pennycook, Dave Rand., & Marshall Van Alstyne.  
Certifiably True: The Impact of Self-Certification on Misinformation. [Preparing for submission]

## PUBLICATIONS (\* - corresponding authors)

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://www.nature.com/articles/s41599-024-02881-1>. [Authors in alphabetical order]

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

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>.

**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://www.nature.com/articles/s41562-023-01731-5>.

**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://journals.plos.org/plosone/article?id=10.1371/journal.pone.0237007>.

## SELECTED WORK IN PROGRESS

**Nichols, A. D.**, Romain Cadario, and Nina Mazar. The Impact of Ethical Company Ratings on Consumer Behavior.

Moore, D., Leif Nelson, Aaron D. Nichols, and 21 other researchers. Moral Licensing: An Empirical Audit and Review.

**Nichols, A. D.**, Remi Trudel, and Nina Mazar. When More for You Feels Like Less for Me: How Consumers Respond to Inclusive Policies.

## 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://socialsciences.nature.com/posts/a-field-study-of-the-impacts-of-workplace-diversity-on-the-recruitment-of-minority-group-members>.

**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)

## INVITED TALKS/PRESENTATIONS

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 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), and Esther Duflo (MIT)

Marketing Models Juanjuan Zhang (MIT)

Psychology & Economics Drazen Prelec (MIT)

Public Economics & Fiscal Policy Raj Chetty (Harvard) and 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

### **Jordan Axt**

Assistant Professor of Psychology  
Department of Psychology  
McGill University  
[jordan.axt@mcgill.ca](mailto:jordan.axt@mcgill.ca)

### **Nina Mažar**

Professor of Marketing  
Questrom School of Business  
Boston University  
[nmazar@bu.edu](mailto:nmazar@bu.edu)

### **David Rand**

Professor of Management Science and Brain and Cognitive Sciences  
Sloan School of Business  
Massachusetts Institute of Technology  
[drand@mit.edu](mailto:drand@mit.edu)

## ADDITIONAL REFERENCES

### **Panagiotis Mitkidis**

Associate Professor of Management  
Department of Management  
Aarhus University  
[pm@mgmt.au.dk](mailto:pm@mgmt.au.dk)

### **Remi Trudel**

Associate Professor of Marketing  
Questrom School of Business  
Boston University  
[rtrudel@bu.edu](mailto:rtrudel@bu.edu)

### **Marshall Van Alstyne**

Professor of Information Systems  
Questrom School of Business  
Boston University  
[mva@bu.edu](mailto:mva@bu.edu)