

June 2023

Lamar Pierce

Beverly and James Hance Professor of Strategy
Olin Business School
Washington University in St. Louis
One Brookings Drive Box 1156
St. Louis, MO 63130
510-693-0445
pierce@wustl.edu

Academic Employment

Olin Business School, Washington University in St. Louis

2022- Beverly and James Hance Professor of Strategy
2017-2022 Professor of Organization & Strategy
2022 Associate Dean for Executive Education and Lifelong Learning
2018-2020 Associate Dean for Brookings Executive Education
2014-2017 Associate Professor of Organization & Strategy (with Tenure)
2010-2014 Associate Professor of Strategy (Untenured)
2007-2010 Assistant Professor of Strategy

Brookings Institution

2018- Non-Resident Senior Fellow in Governance Studies

McCombs School of Business, University of Texas at Austin

2011-2012 Harrington Fellow and Visiting Associate Professor

Carnegie Mellon University

2005-2007 Visiting Assistant Professor of Strategy

Editorial Positions

2023- Editor-in-Chief, *Organization Science*
2018-2022 Department Editor, *Management Science*
2014-2018 Associate Editor, *Management Science*
2016-2018 Associate Editor, *Strategic Management Journal*
2017-2021 Special Issue Managing Editor, *Organizational Behavior & Human Decision Processes*

Education

Haas School of Business, University of California, Berkeley

Ph.D in Business Administration, 2005

University of Puget Sound

B.S. in Economics, *Honors in Economics*, 1997

B.A. in Music, *Magna Cum Laude*, 1997

Academic Journal Publications

1. Jansen, Mark, Lamar Pierce, Jason Snyder, and Hieu Nguyen. "Product Sales Incentive Spillovers to the Lending Market." Forthcoming at *Management Science*
- 2.
3. Wiltermuth, Scott, Timothy Gubler, and Lamar Pierce. (2022) "Anchoring on Historical Round Number Reference Points: Evidence from Durable Goods Resale Prices" Forthcoming at *Organization Science*
4. Pierce, Lamar, Christopher I. Rider. (2022) "Supporting Mental Health at Work (Comment on Kensbock, Alkærsg, and Lomberg)." *Administrative Science Quarterly*. 67(1): 56-69.
5. Larkin, Ian, Lamar Pierce, Shaul Shalvi, and Ann Tenbrunsel. (2021) "The Opportunities and Challenges of Behavioral Field Research on Misconduct." *Organizational Behavior & Human Decision Processes*. 166: 1-8.
6. Pierce, Lamar, Laura Wang, and Dennis J. Zhang. (2021) "Peer Bargaining and Productivity in Teams: Evidence on the Inequitable Division of Pay." *Manufacturing & Service Operations Management* 23(4): 933-951.
7. Chen, Yijun, Tat Chan, Lamar Pierce, and Daniel Snow. (2021) "The Influence of Peers in Worker Misconduct: Evidence from Restaurant Theft." *Manufacturing & Service Operations Management* 23(4): 952-973.
8. Pierce, Lamar, and Jason A. Snyder. (2020). "Historical Origins of Firm Ownership Structure: The Persistent Effects of the African Slave Trade." *Academy of Management Journal*. 63(6): 1687-1713
9. Dahl, Michael S., and Lamar Pierce. (2020). "When Is an Effect Size Too Small? Response to Commentary on "Pay-for-Performance and Employee Mental Health"." *Academy of Management Discoveries* 6(1): 140-141
10. Dahl, Michael S., and Lamar Pierce. (2020) "Pay-for-Performance and Employee Mental Health: Large Sample Evidence Using Employee Prescription Drug Usage." *Academy of Management Discoveries* 6(1): 12-38
11. Gartenberg, Claudine, and Lamar Pierce (2018) "Reflections on Subprime Governance" *Strategic Management Journal*. (Invited comment) 39: 3303-3304.
12. Gubler, Timothy, Ian Larkin, and Lamar Pierce. (2018) "Doing Well by Making Well: The Impact of Corporate Wellness Programs on Employee Productivity." *Management Science* 64(11): 4967-4987.
13. Kluppel, Leonardo, Lamar Pierce, and Jason A. Snyder. (2018) "Traumatic Shocks and the Deep Historical Roots of Organizations" *Organization Science* 29(4): 702-721.
14. Pierce, Lamar, and Jason A. Snyder. (2018) "The Historical Slave Trade and Firm Access to Finance in Africa" *The Review of Financial Studies* 31(1): 142-174.
15. Arndt, Felix and Lamar Pierce. (2018) "The Behavioral and Evolutionary Roots of Dynamic Capabilities" *Industrial and Corporate Change* 27(2): 413-424.
16. Balasubramanian, Parasuram, Victor Bennett, and Lamar Pierce (2017) "The Wages of Dishonesty: The Supply of Cheating Under High-Powered Incentives." *Journal of Economic Behavior & Organization*. 136: 428-444.
17. Gartenberg, Claudine, and Lamar Pierce. (2017). "Subprime Governance: Agency Costs in Vertically Integrated Banks and 2008 Mortgage Crisis" *Strategic Management Journal* 38(2): 300-321

18. Meier, Stephan, Lamar Pierce, Antonino Vaccaro, and Barbara La Cara. (2016). "Trust and In-Group Favoritism in a Culture of Crime" *Journal of Economic Behavior & Organization*. 132(A): 78-92.
19. Moore, Celia, and Lamar Pierce (2016). "Psychological Reactance to Transgressors: When Norms of Leniency Lead to Harsher Punishment" *Frontiers in Psychology* 7: 550.
20. Erich, Roger, Eaton, Melinda, Mayes, Ryan, Pierce, Lamar, Knight, Andrew, Genovesi, Paul, Escobar, James, Mychalczuk, George, and Selent, Monica. (2016). "The Impact of Environment and Occupation on the Health and Safety of Active Duty Air Force Members-Database Development and De-Identification" *Military Medicine* 181(8): 821-826.
21. Bennett, Victor and Lamar Pierce. (2016). "Motivation Matters: Corporate Scope and Competition in Complementary Product Markets" *Strategic Management Journal* 37: 1304-1315
22. Pierce, Lamar, Todd Rogers, and Jason Snyder (2016). "Losing Hurts: The Happiness Impact of Partisan Electoral Loss." *Journal of Experimental Political Science* 3(1): 44-59.
23. Gubler, Timothy, Ian Larkin, and Lamar Pierce. (2016). "Motivational Spillovers from Awards: Crowding Out in a Multitasking Environment." *Organization Science* 27(2): 286-303.
24. Pierce, Lamar and Parasuram Balasubramanian. (2015) "Behavioral Field Evidence on Psychological and Social Factors in Dishonesty and Misconduct". *Current Opinion in Psychology*. 6: 70-76. (Invited Contribution)
25. Pierce, Lamar, Daniel Snow, and Andrew McAfee. (2015). "Cleaning House: The Impact of Information Technology on Employee Corruption and Productivity" *Management Science* 61(10): 2299-2319.
26. Pierce, Lamar and Jason Snyder. (2015). "Unethical Demand and Employee Turnover" *Journal of Business Ethics* 131(4): 853-869.
27. Gubler, Timothy, and Lamar Pierce. (2014) "Healthy, Wealthy, and Wise: Retirement Planning Predicts Health Improvements" *Psychological Science* 25(9): 1822-1830.
28. Chan, Tat, Jia Li, and Lamar Pierce. (2014). "Learning from Peers: Knowledge Transfer and Sales Force Productivity Growth" *Marketing Science* 33(4): 463-484.
29. Chan, Tat Y., Jia Li, and Lamar Pierce. (2014). "Compensation and Peer Effects in Competing Sales Teams" (with Tat Chan and Jia Li) *Management Science*. 60(8): 1965-1984.
30. Wiltermuth, Scott, Victor Bennett, and Lamar Pierce. (2013). "Doing as They Would Do: How the Ethical Preferences of Third-Party Beneficiaries Impact Ethical Decision-Making" *Organizational Behavior and Human Decision Processes* 122(2): 280-290.
31. Bennett, Victor, Lamar Pierce, Jason Snyder, and Michael Toffel. (2013). "Customer-Driven Misconduct: How Competition Corrupts Business Practices" *Management Science* 59(8): 1725-1742. (Lead Article)
32. Pierce, Lamar and Michael Toffel. (2013). "The Role of Organizational Scope and Governance in Strengthening Private Regulatory Monitoring" *Organization Science*. 24(5): 1558-1584.
33. Pierce, Lamar, Michael S. Dahl, and Jimmi Nielsen. (2013). "In Sickness and in Wealth: Psychological and Sexual Costs of Income Comparison in Marriage" *Personality and Social Psychology Bulletin* 39(3): 360-375.

34. Pierce, Lamar and Jason Snyder (2012) "Discretion and Manipulation by Experts: Evidence from a Vehicle Emissions Policy Change" *B.E. Journal of Economic Analysis & Policy* (Special Issue on Forensic Economics) 13(3).
35. Larkin, Ian, Lamar Pierce, and Francesca Gino. (2012). "The Psychological Costs of Pay-For-Performance: Implications for the Strategic Compensation of Employees." *Strategic Management Journal* 33(10): 1194-1214.
36. Pierce, Lamar (2012) "Organizational Structure and the Limits of Knowledge Sharing: Incentive Conflict and Agency in Car Leasing." *Management Science* 58(6): 1106-1121.
37. Gino, Francesca and Lamar Pierce. (2010). "Lying to Level the Playing Field: Why People May Dishonestly Help or Hurt Others to Restore Equity." *Journal of Business Ethics* 95 (1): 89-103.
38. Gino, Francesca and Lamar Pierce. (2010). "Robin Hood Under the Hood: Wealth-Based Discrimination in Illicit Customer Help" *Organization Science* 21 (6): 1176-1194.
*Finalist for 2011 Best Publication in Organizational Behavior, Academy of Management
39. Gino, Francesca and Lamar Pierce. (2009). "Dishonesty in the Name of Equity." *Psychological Science* 20 (9): 1153-1160
40. Gino, Francesca and Lamar Pierce. (2009). "The Abundance Effect: Unethical Behavior in the Presence of Wealth." *Organizational Behavior and Human Decision Processes* 109, 142-155.
41. Pierce, Lamar (2009). "Big Losses in Ecosystem Niches: How Core Firm Decisions Drive Complementary Product Shakeout." *Strategic Management Journal* 30 (3): 323-347.
42. Pierce, Lamar and Jason Snyder. (2008). "Ethical Spillovers in Firms: Evidence from Vehicle Emissions Testing." *Management Science* 54 (11): 1891-1903.

Book Chapters and Other Publications

43. Larkin, Ian and Lamar Pierce. (2016). "Compensation and Employee Misconduct: The Inseparability of Productive and Counterproductive Behavior in Firms." in *Organizational Wrongdoing*. Palmer, D., R. Greenwood, and K. Smith-Crowe, (eds.). Cambridge University Press.
44. Pierce, Lamar and Jason Snyder. (2013). "Historical Roots of Firm Access to Finance: Abridged Version." *Best Paper Proceedings of the Academy of Management*.
45. Pierce, J. Lamar, Chris Boerner, and David Teece. (2002). "Dynamic Capabilities, Competence, and the Behavioral Theory of the Firm." in Mie Augier and James G. March (eds.) *The Economics of Change, Choice and Structure: Essays in the Memory of Richard M. Cyert*. Cheltenham, U.K.: Edward Elgar Publishing, Ltd., 2002.
46. Pierce, J. Lamar (2000). "Programmatic Risk-Taking by American Opera Companies" *Journal of Cultural Economics*. 24 (1). Feb. 2000: 45-63.

Working Papers

47. Pierce, Lamar, Alex Rees-Jones, and Charlotte Blank. "The Negative Consequences of Loss-Framed Performance Incentives." *NBER Working Paper No. w26619*. Revision Requested at *AEJ: Policy*
48. Pierce, Lamar, Laura Wang, and Dennis Zhang. "Earnings Equality in Teams with Common Microgeographic Origins: Evidence from Laoxiang Guanxi in Chinese Beauty Salons" Revision requested at *Organization Science*
49. Balasubramanian, Parasuram, Trey Cummings, and Lamar Pierce. "Research Validity Across Organizational Form: Evidence from Phase 2 Oncology Clinical Trials." Revision requested at *Strategic Management Journal*
50. Carnahan, Seth, Lamar Pierce, and Shirley Tang. "Clutch Performers."

Teaching Cases

1. Hall, B. J., Pierce, L., Whillans, A. V. (2020). *Maritz Automotive* (929-920-052) Harvard Business School Case.
2. Pierce, L., Whillans, A. V. (2020). *Maritz Automotive Teaching Note* (5-921-044) Harvard Business School Case.
3. Boumgarden, P., Buell, R., Pierce, L., Ryffel, R. (2021). *Union Square Hospitality Group: Hospitality Included* (9-621-047). Harvard Business School Case.

Invited Seminars

Wharton: May 2023 (Invite)
 UC Irvine: April 2023 (Invited)
 Bocconi: March 2023 (Invited)
 INSEAD: March 2023 (Invited)
 Boston University: February 2023 (Invite)
 University of Illinois: October 2022
 Duke University: October 2022
 University of California, Berkeley: August 2022
 University of Toronto: March 2022
 MIT: February, 2022
 Hong Kong University: December 2021
 Reading University: December 2021
 Yale University: April 2021
 INSEAD: January 2021
 University of Maryland: May 2019
 Cornell University: April 2019
 Harvard Business School: November 2018
 Columbia Business School: October 2018
 University of Kansas: September 2018
 Stanford Business School: April 2018
 Carnegie Mellon University: February 2018
 Duke University: December 2017
 University of Notre Dame: April 2017
 University of Amsterdam: February 2017
 London Business School: February 2017
 Harvard Business School: February 2017

Johns Hopkins University: March 2015
Dartmouth University: March 2015
University of Michigan: March 2015
Georgia Tech: October 2014
University of Minnesota: March 2014
MIT: October 2013
Boston University: April 2013
HEC Lausanne: December 2012
University of California, Berkeley: January 2012
University of Toronto: December 2011
Harvard Business School: November 2011
Columbia Business School: October 2011
University of Illinois: April 2011
IESE: March 2011
HEC Lausanne: March 2011
University of Southern California: October 2010
London Business School: April 2010
University of North Carolina: December 2009
University of Texas at Dallas: October 2009
Emory University: October 2009
University of Bologna: May 2009
Harvard Business School: February 2009
Washington University in St. Louis: February 2007
University of Western Ontario: February 2007
Cornell University: February 2007
University of Washington: January 2007
University of Pittsburgh: October 2006
UCLA: January 2005
Harvard Business School: January 2005
Carnegie Mellon University: September 2004
Wharton Business School: February 2004
Vanderbilt University: February 2004

Teaching Experience

Spring 2022: Business Government, and Society (Undergraduate)

Spring 2022: Ethical Issues in Managerial Decision Making (Undergraduate)

Spring 2021: Strategic Management of Human Performance (PhD Seminar) 10/10 overall

Spring 2018-Spring 2020: The Global Business Environment in the 21st Century (MBA Core): 10/10 overall

Spring 2016-Spring 2022: Business, Government, and Society (EMBA Core Residency): 10/10 overall teaching

Summer 2019: Global Institutions and Values (MBA Core): 9/10 overall

Spring 2014-Spring 2017: Strategic Management (EMBA Shanghai Core): 10/10 overall teaching

Spring 2017: Applied Empirical Methods (PhD Course): 10/10 overall teaching

Spring 2014-Spring 2015: Strategic Management (MBA Core Course): 9/10 overall teaching

Spring 2013-Fall 2019: Ethics in Action: Brookings Executive Education: 9.4/10 overall teaching

Spring 2013, Fall 2016: Strategic Personnel Management: Olin Business School, Washington University (Ph.D Course) 10/10 overall teaching

Spring 2011-Spring 2015: Ethics and Organizations: Olin Business School, Washington University (Executive MBA Course) --- 9.5/10 overall teaching

Fall 2007- Fall 2013: Individual in a Managerial Environment: Olin Business School, Washington University in St. Louis (Undergraduate Course) --- 10/10, 10/10, 9/10, 9/10 overall teaching.

Spring 2007: Strategy and Management of Technological Innovation: College of Engineering, Carnegie Mellon University (Masters Course)

Summer 2005-2006: Corporate Strategy: Tepper School of Business, Carnegie Mellon University (Evening MBA Course) 4.8/5 4.2/5 overall teaching score.

Spring 2005-2006: Corporate Strategy: Tepper School of Business, Carnegie Mellon University (Full-Time MBA Course) 4.6/5 4.5/5 overall teaching score.

Fall 2005: Corporate Strategy: Tepper School of Business, Carnegie Mellon University (Undergraduate Course) 4.8/5 4.6/5 overall teaching score.

Academic Honors

Runner Up: Ralph Gomory Best Industry Studies Paper Award, 2022
Finalist, Best Paper at People Analytics Conference, 2020
IACMR-RRBM Award for Responsible Research in Management, 2020
Academy of Management Distinguished Paper Award, 2018
Finalist: Best Paper at People Analytics Conference, 2018
Runner Up: Ralph Gomory Best Industry Studies Paper Award, 2017
Best Paper Award: British Academy of Management, 2017
Reid Teaching Award: EMBA Strategic Management, 2016
Network for Business Sustainability Research Impact on Practice Award, 2014
Finalist: AOM Best Paper (International Division), 2013
Reid Chair for Teaching Excellence, Olin Business School, 2012-2013
Harrington Fellowship, UT Austin, 2011-2012
Finalist: AOM Outstanding Publication in Organizational Behavior, 2011
Intel Robert Noyce Fellow, 2003-04
Haas Outstanding Teaching Award, 1999-2000
Outstanding Graduate Student Instructor, 1999-2000
Phi Beta Kappa. 1996

Research Grants

Danish Research Council 2013-2016 (Key Personnel)
U.S. Air Force (Key Personnel)
Harrington Fellowship 2011-2012 (Fellow)
Center for Ethics and Human Values 2008 (PI)
IBER Research Grant 2002 (PI)
Equipment Leasing Foundation Grant 2000 (Co-PI)

Professional Service

Editorial Board: Organizational Behavior and Human Decision Processes

Member: Academy of Management, American Economic Association, Society for Judgment and Decision Making, Strategic Management Society, INFORMS

Occasional Reviewer: *Quarterly Journal of Economics, American Journal of Sociology, Journal of Law and Economics, Journal of Economic Behavior and Organization, Journal of Law, Economics, & Organization, Industrial and Corporate Change, Journal of Cultural Economics, Academy of Management Journal, Journal of Consumer Psychology, Journal of Experimental Psychology, Journal of Business Ethics, Personality and Social Psychology Bulletin*

Industry Employment

1997-1998: Boeing Commercial Aircraft—Industrial Engineer

2005-2008: VP of Business Services—Wellspring Worldwide

2008-2022: Chief Academic Advisor—CivicScience

2017-2021: Behavioral Science Advisor—Maritz, LLC

2021-2023: Chief Behavioral Strategist—Atlas Point, LLC