

DANIEL A. EFFRON

October, 2020

London Business School, Regent's Park, London, NW1 4SA, United Kingdom
deffron@london.edu
www.danieleffron.com

ACADEMIC POSITIONS

London Business School

Associate Professor of Organisational Behaviour with tenure (2017 – present)

Tenure granted 3 years early

Assistant Professor of Organisational Behaviour (2013 - 2017)

Kellogg School of Management, Northwestern University (2011 - 2013)

Visiting Assistant Professor of Management and Organizations

Postdoctoral Fellow, Dispute Resolution Research Center

Edmond J. Safra Center for Ethics, Harvard University (2011-2012)

Lab Fellow

EDUCATION

Stanford University

Ph.D., social psychology (2011)

M.A., psychology (2009)

Yale University

B.A. in psychology, *magna cum laude* with distinction in the major (2005)

ACADEMIC PUBLICATIONS

O'Connor, K., Effron, D. A., & Lucas, B. J. (2020). Moral cleansing as hypocrisy: When private acts of charity make you feel better than you deserve. *Journal of Personality and Social Psychology*, *119*, 540–559.

Effron, D. A., & Raj, M. (2020). Misinformation and morality: Encountering fake-news headlines makes them seem less unethical to publish and share. *Psychological Science*, *31*, 75-87.

- Georgac, O., Rattan, A., & Effron, D. A. (2019). An exploratory investigation of Americans' expression of gender bias before and after the 2016 presidential election. *Social Psychological and Personality Science*, *10*, 632-642.
- Effron, D. A., O'Connor, K., Leroy, H., & Lucas, B. J. (2018). From inconsistency to hypocrisy: When does "saying one thing but doing another" invite condemnation? *Research in Organizational Behavior*, *38*, 61-75.
- Effron, D. A., Kakkar, H., & Knowles, E. D. (2018). Group cohesion benefits individuals who express prejudice, but harms their group. *Journal of Experimental Social Psychology*, *79*, 239-251.
- Effron, D. A., Markus, H., Jackman, L., Uchida, Y., & Muluk, H. (2018). Hypocrisy and culture: Failing to practice what you preach receives harsher interpersonal reactions in independent (vs. interdependent) cultures. *Journal of Experimental Social Psychology*, *76*, 371-384.
- Polman, E., Effron, D. A., & Thomas, M. (2018). Other people's money: Money's perceived purchasing power is smaller for others than for the self. *Journal of Consumer Research*, *45*, 109-125.
- Effron, D. A. (2018). It could have been true: How counterfactual thoughts reduce condemnation of falsehoods and increase political polarization. *Personality and Social Psychology Bulletin*, *44*, 729-745.
- Effron, D. A. (2016). Beyond "being good frees us to be bad:" Moral self-licensing and the fabrication of moral credentials. In P. A. M. Van Lange & J. W. Van Prooijen, (Eds.), *Cheating, corruption, and concealment: The roots of dishonesty* (pp. 33-54). Cambridge, UK: Cambridge University Press.
- Effron, D. A., Bryan, C. J., & Murnighan, J. K. (2015). Cheating at the end to avoid regret. *Journal of Personality and Social Psychology*, *109*, 395-414.
- Effron, D. A., & Miller, D. T. (2015). Do as I say, not as I've done: Suffering for a misdeed reduces the hypocrisy of advising against it. *Organizational Behavior and Human Decision Processes*, *131*, 16-32.
- Effron, D. A., Lucas, B. J., & O'Connor, K. (2015). Hypocrisy by association: When organizational membership increases condemnation for wrongdoing. *Organizational Behavior and Human Decision Processes*, *130*, 147-159.
- Effron, D. A., & Knowles, E. D. (2015). Entitativity and intergroup bias: How belonging to a cohesive group allows people to express their prejudices. *Journal of Personality and Social Psychology*, *108*, 234-253.
- Effron, D. A., & Conway, P. (2015). When virtue leads to villainy: Advances in research on moral self-licensing. *Current Opinion in Psychology*, *6*, 32-35.
- Shu, L. L., & Effron, D. A. (2015). Ethical decision-making: Insights from contemporary behavioral research on the role of the self. In R. Scott & S. Kosslyn (Eds.), *Emerging trends in the social*

and behavioral sciences (pp. 1-9). Wiley.

- Effron, D. A. (2014). Making mountains of morality from molehills of virtue: Threat causes people to overestimate their moral credentials. *Personality and Social Psychology Bulletin*, *40*, 972-985.
- Effron, D. A., Monin, B., & Miller, D. T. (2013). The unhealthy road not taken: Licensing indulgence by exaggerating counterfactual sins. *Journal of Experimental Social Psychology*, *49*, 573-578.
- Effron, D. A., Miller, D. T., & Monin, B. (2012). Inventing racist roads not taken: The licensing effect of immoral counterfactual behaviors. *Journal of Personality and Social Psychology*, *103*, 916-932.
- Effron, D. A., & Miller, D. T. (2012). How the moralization of issues grants social legitimacy to act on one's attitudes. *Personality and Social Psychology Bulletin*, *38*, 690-701.
- Merritt, A. C., Effron, D. A., Fein, S. Savitsky, K. K., Tuller, D. M., & Monin, B. (2012). The strategic pursuit of moral credentials. *Journal of Experimental Social Psychology*, *48*, 774-777.
- Cehajic-Clancy, S., Effron, D. A., Halperin, E., Liberman, V., & Ross, L. D. (2011). Affirmation, acknowledgment of ingroup responsibility, group-based guilt, and support for reparative measures. *Journal of Personality and Social Psychology*, *101*, 256-270.
- Effron, D. A., & Miller, D. T. (2011). Diffusion of entitlement: An inhibitory effect of scarcity on consumption. *Journal of Experimental Social Psychology*, *47*, 378-383.
- Effron, D. A., & Miller, D. T. (2011). Reducing exposure to trust-related risks to avoid self-blame. *Personality and Social Psychology Bulletin*, *37*, 181-192.
- Effron, D. A., & Monin, B. (2010). Letting people off the hook: When do good deeds excuse transgressions? *Personality and Social Psychology Bulletin*, *36*, 1618-1634.
- Merritt, A. M., Effron, D. A., & Monin, B. (2010). Moral self-licensing: When being good frees us to be bad. *Social and Personality Psychology Compass*, *4*, 344-357.
- Miller, D. T., & Effron, D. A. (2010). Psychological license: When it is needed and how it functions. In M. P. Zanna and J. Olson (Eds.), *Advances in experimental social psychology* (Vol. 43, pp. 117-158). San Diego, CA: Academic Press/Elsevier.
- Miller, D. T., Effron, D. A., & Zak, S. V. (2009). From moral outrage to social protest: The role of psychological standing. In D. R. Bobocel, A. C. Kay, M. P. Zanna & J. M. Olson (Eds.), *The psychology of justice and legitimacy: The Ontario symposium* (Vol. 11, pp. 103-123). New York: Psychological Press.
- Effron, D. A., Cameron, J. S., & Monin, B. (2009). Endorsing Obama licenses favoring Whites. *Journal of Experimental Social Psychology*, *45*, 590-593.

Niedenthal, P. M., Mondillon, L., Effron, D. A., & Barsalou, L. W. (2009). Representing social concepts modally and amodally. In F. Strack & J. Förster (Eds.), *Social cognition: The basis of human interaction. Frontiers of social psychology*. (pp. 23-47). New York: Psychological Press.

Effron, D. A., Niedenthal, P. M., Gil, S., & Droit-Volet, S. (2006). Embodied temporal perception of emotion. *Emotion, 6*, 1-9.

OTHER PUBLICATIONS

Effron, D. A. (April 28, 2018). Why Trump supporters don't mind his lies. *The New York Times*.

Effron, D. A. (2012). Hero or hypocrite? A psychological perspective on the risks and benefits of positive character evidence. *The Jury Expert, 24*(4).

SELECTED WORKING PAPERS

Effron, D. A., & Raj, M. (under 2nd round review at *Organizational Behavior and Human Decision Processes*). Disclosing interpersonal conflicts of interest: Revealing whom we like, but not whom we dislike.

Effron, D. A., Kakker, H., & Cable, D. M. (revise and resubmit at *Journal of Applied Psychology*). All together? Presenting an organization as a unified entity affects the public's reaction to employee wrongdoing.

Effron, D. A. (manuscript submitted for publication). The moral repetition effect: Bad deeds – but not good deeds – seem more ethical when repeatedly encountered.

Giurge, L. M., Lin, E. H.-L., & Effron, D. A. (manuscript submitted for publication). Moral credentials and the 2020 Democratic presidential primary.

Effron, D. A. (in preparation). Moral flexibility: When and why we let ourselves and others off the hook for bad deeds. To appear in *Advances in Experimental Social Psychology, 66*.

Helgason, B., & Effron, D. A. (in preparation). It might become true: How prefactual thinking licenses dishonesty – especially when people want to excuse it.

Haire, S., Lépine, A., Treibich, C., & Effron, D. A., (in preparation). Can a self-affirmation manipulation encourage female sex workers to increase their uptake of HIV/STI prevention measures? Evidence from Senegal.

SELECTED HONORS, GRANTS, AND FELLOWSHIPS

Momentum Scholar Grant (\$85,000), Center for the Study of Moral Understanding
MBA Class of 2020 Teaching Award (2019)
Named one of the “40 Best Business Professors Under 40” by *Poets and Quants* (2018)
Junior Faculty Research Award for achievement in research, London Business School (2015)
Leadership Institute research grant, London Business School (2015)
Best Symposium, Organizational Behavior Division, Academy of Management conference (2015)
MBA Class of 2015 Teaching Award (2014)

SELECTED MEDIA MENTIONS AND INTERVIEWS

The Washington Post (September 7, 2020). Trump and allies ratchet up disinformation efforts.
Financial Times (August 13, 2020). Why we’re all hypocrites in the end.
The Atlantic (August 6, 2020). Companies that stand in solidarity are licensing themselves to discriminate.
BBC News (April 20, 2020). The subtle reasons why leaders ignore their own advice.
Forbes (July 3, 2020). Combating the spread of Covid-19 misinformation at work.
Vox (February 6, 2020). How misinformation overwhelmed our democracy.
Forbes (December 10, 2019). Rumors and hoaxes continue to spread fast on social media, and why it is unlikely to stop.
Meet the Press Daily, MSNBC (December 6, 2019). Study: People give ‘moral pass’ to repeated misinformation. [Live interview]
The Washington Post (December 4, 2019). New research helps explain how Trump successfully muddied the water on Ukraine and impeachment.
Forbes (December 4, 2019). The more we see fake news, the less fake it becomes.
Medium (
BBC News (March 5, 2019). Should the term ‘racist’ be redefined?
The Associated Press (March 1, 2019). Many view ‘black friend defense’ as a tired, hollow argument.
The Washington Post (October 24, 2018). ‘In the service of whom’: Officials scramble to make Trump’s false assertions real.
National Public Radio, Freakonomics (June, 2018). Does doing good give you a license to do bad?
Deadline (May 20, 2018; TV program from Danish Broadcasting Corporation). Is fake news new? [Live interview]
The Atlantic (June 21, 2017). Inside the mind of a hypocrite.
The New York Times (April 5, 2017). France’s far-right, once known for anti-Semitism, courts Jews.

Bloomberg (November 18, 2016). Forget a woman as president. America needs two.

The Toronto Star (November 9, 2016). America's minorities.

Revisionist History, Podcast by Malcolm Gladwell (June 16, 2016). The lady vanishes.

Smithsonian Magazine (October 25, 2016). How white lies snowball into full-out deception.

Scientific American (Sept 15, 2015). People are more likely to cheat at the end.

National Public Radio, All Things Considered (September 26, 2013). Putting good deeds in headlines may not be so good.

Men's Health (April 1, 2013). The weight-loss lie you tell yourself.

Psychology Today (May 18, 2012). Why we create moral issues: How moralizing creates legitimacy.

Chicago Tribune (August 23, 2009). Studies of racial attitudes grapple with Obama factor.

Los Angeles Times (August 19, 2009). Testing Obama's effect on racial attitudes.

Süddeutsche Zeitung (August 13, 2009). Lizenz zur Sünde.

Psychology Today (June, 2009). Two steps forward, one step back.

New Scientist (June 5, 2009). Obama's success isn't all good news for black Americans.

INVITED TALKS

Stanford University, Graduate School of Business (2020, November)

Australian National University, School of Psychology (2020, October)

UCLA, Anderson School of Management (2020, October)

University of Utah, Eccles School of Business (2020, October)

Cornell University, Johnson Graduate School of Management/ILR School (2020, September)

Carnegie Mellon University, Tepper School of Business (2020, September)

University of Southern California, Mind and Society Center (2020, June)

Behavioural Insights Team (2020, May)

New York University, Department of Psychology (2019, June)

University College of London, Judgment and Decision-Making Seminar (2019, May)

Society for Evidence-Based Policing (2019, March)

Australian Government's Department of Finance, Canberra, Australia (2018, June)

The Ethics Centre, Sydney, Australia (2018, June)

Behavioral Exchange Conference (BX2018), keynote speaker for session on Morality, Decision-Making and Compliance, Sydney, Australia (2018, June)

Kellogg School of Management, Moral Psychology Summit (2018, May)

Haas School of Business, University of California Berkeley (2017, September)

Warwick Business School (2017, June)

University of Exeter, Organisational Research Group (2017, March)

University College of London (2017, March)

Rotman School of Management, University of Toronto (2016, February)
National University of Singapore (2015, November)
University of Southampton, Psychology Department (2015, November)
Behavioural Insights Team (2015, June)
University of Sussex: Centre for Leadership, Ethics, and Diversity (2015, April)
University of Cologne (2015, April)
Philipps University Marburg, Psychology Department (2014, June)
Indiana University, Psychology Department (2013, October)
University of Southern California, Marshall School of Business (2013, January)
Yale University School of Management (2013, January)
University of Toronto, Psychology Department (2012, December)
University of Pittsburgh, Psychology Department (2012, December)
New York University, Stern School of Management (2012, November)
University of Chicago, Booth School of Business (2012, November)
INSEAD (2012, November)
London Business School (2012, November)
Harvard University, Psychology Department (2012, November)
UC Berkeley, Haas School of Management (2012, November)
SUNY at Buffalo, School of Management (2012, October)
Northwestern University, Department of Psychology (2012, September)
University of Illinois at Chicago, Psychology Department (2012, April)
Northwestern University, Kellogg School of Management (2011, February)
Institut National de la Recherche Agronomique (2004, June)

CONFERENCE PRESENTATIONS

Helgason, B., & Effron, D. A. (2020, August). Unethical advice taking: When do people use advice to license an unethical choice? *Academy of Management*.

Lucas, B. J., O'Connor, K., Effron, D. A., & Berry, Z. (2020, August). Intergenerational hypocrisy: When an organization's past erodes its legitimacy to act. *Academy of Management*.

Langdon, J., & Effron, D. A. (2020, July). Two truths and a lie: A falsehood seems less unethical to tell when truths make a case for it. *International Association for Conflict Management*.

Helgason, B. A., & Effron, D. A. (2020, February). Discrediting the imaginary hypocrite: Thinking counterfactually about criticism increases judgments of hypocrisy. *Society of Personality and Social Psychology*.

- Effron, D. A. (2019, August). Hypocrisy and moral inconsistency. Academy of Management, Boston, MA.
- Effron, D. A., & Raj, M. (2019, July and August). Fake news seems less unethical when encountered before.
Academy of Management, Boston, MA.
* *Chaired symposium*: Fake news and misinformation: Problems and solutions
International Association for Conflict Management, Dublin, Ireland.
- Effron, D. A. (2019, July). Morality and misinformation. LBS Behavioral Ethics and Moral Psychology Conference, London, UK.
- Lucas, B., O'Connor, K., & Effron, D. A. (2019, July). Intergenerational hypocrisy: When an organization's past erodes its legitimacy. International Association for Conflict Management, Dublin, Ireland.
- Helgason, B., & Effron, D. A. (2019, July). Discrediting the imaginary hypocrite: Thinking counterfactually about political criticism increases judgments of hypocrisy. International Association for Conflict Management, Dublin, Ireland.
- Effron, D. A. (2018, March). It could have been true: How counterfactuals reduce the moral condemnation of falsehoods. Justice and Morality Preconference, Society for Personality and Social Psychology, Atlanta, GA.
- O'Connor, K., Effron, D. A., & Lucas, B. J. (2018, March). When good deeds seem less praiseworthy. Society for Personality and Social Psychology, Atlanta, GA.
- Effron (2017, October). How counterfactual thinking reduces condemnation of political falsehoods. Society of Experimental Social Psychology, Boston, MA.
- O'Connor, K., Effron, D. A., & Lucas, B. J. (2017, August). Charity as hypocrisy. Academy of Management, Atlanta, GA.
- Effron, D. A., & Shu, L. L. (2017, April). Truthy lies and counterfactual thinking. Experimental Psychology Society, Belfast, UK.
- Effron, D. A., Jackman, L., Markus, H., Uchida, Y., & Muluk, H. (2016, July and August). Judgments of hypocrisy in global context.
Academy of Management, Anaheim, CA
International Society for Justice Research, Canterbury, UK. **Invited, chaired symposium*: The Many Faces of Hypocrisy.
- Effron, D.A., & Knowles, E. D. (2015, September). How belonging to a cohesive group allows people to express their prejudices. Society of Experimental Social Psychology. Denver, CO.
**Chaired symposium*: Morality in Cohesive Groups: How Entitativity Shapes Ethical Behavior and Judgments.

- Effron, D. A. (2015, September). The allure of the last chance to cheat. BX2015: International Behavioural Insights Conference, London, UK.
- Effron, D. A., Knowles, E. D., Kakker, H., & Cable, D. (2015, August). Membership in entitative organizations can excuse wrongdoing. Academy of Management, Vancouver, BC.
- Effron, D. A., & Miller, D. T. (2015, August). Do as I say, not as I've done. Academy of Management, Vancouver, BC.
- Effron, D. A. (2014, October). Making mountains of morality from molehills of virtue. Society of Experimental Social Psychology, Columbus, OH. **Chaired symposium*. The Devil Made Me Do It: Maintaining a Moral Self-Image in the Face of Threat.
- Hur, J. D., King, B. G., & Effron, D. A. (2014, August). From barrels to apples: How organizational transgressions impact individual ethical decisions. Academy of Management, Philadelphia, PA.
- Effron, D. A., & Miller, D. T. (2014, August). How the moralization of issues grants social legitimacy to act on one's attitudes. Academy of Management, Philadelphia, PA.
- Effron, D. A., Bryan, C. J., & Murnighan, J. K. (2014, August and July). Cheating at the end to avoid regret. Academy of Management, Philadelphia, PA. Behavioral Decision Research in Management, London, UK. European Association of Social Psychology, Amsterdam, The Netherlands.
- Effron, D. A., Lucas, B. J., & O'Connor, K. (2014, June). Hypocrisy by association. International Society for Justice Research, New York, NY. **Chaired symposium*. Failing to Practice What I, You, or We Preach: Hypocrisy Among Individuals and Groups.
- Effron, D. A., & Knowles, E. D. (2014, June and July). Membership in an entitative group licenses prejudice against outgroups. International Society for Justice Research, New York, NY. Judgment and Decision Making Preconference, European Association of Social Psychology, Amsterdam, The Netherlands.
- Polman, E., Khan, U., & Effron, D. A. (2014, June). Perverse effects of virtue on moral hypocrisy: When people license their own indulgence yet condemn others' indulgence. International Society for Justice Research, New York, NY.
- Gollwitzer, M., & Effron, D. A. (2014, June). Justice sensitivity and pro- vs. antisocial behaviors: Different perspectives, different motivations. International Society for Justice Research, New York, NY.

- Gollwitzer, M., Süßenbach, P., & Effron, D. A. (2013, September). Justice for me versus me for justice: Why (and when) being sensitive to injustice can lead to either prosocial or antisocial behavior. Society of Experimental Social Psychology, Berkeley, CA.
- Effron, D. A. (2013, January). Making mountains out of molehills in pursuit of moral credentials. Society for Personality and Social Psychology, New Orleans, LA.
- Effron, D. A., Miller, D. T., & Monin, B. (2012, August). Inventing racist roads not taken: The licensing effect of immoral counterfactual behavior. Academy of Management, Boston, MA. **Best Paper Proceedings.*
- Effron, D. A., Monin, B., & Miller, D. T. (2012, August). The unhealthy road not taken: Licensing indulgence by exaggerating counterfactual vices. Academy of Management, Boston, MA.
- Effron, D. A., & Gollwitzer, M. (2012, July) Rationalizing selfish behavior by exaggerating the risk of being exploited. International Academy of Conflict Management, Stellenbosch, South Africa.
- Effron, D. A., Miller, D. T., & Monin, B. (2011, October). The racist road not taken: The licensing effect of imagining alternatives to reality. Society for Experimental Social Psychology, Washington, DC.
- Effron, D. A., Miller, D. T., & Monin, B. (2011, January). Remembering the road not taken as racist: Exaggerating past opportunities for immorality in order to seem moral. Society for Personality and Social Psychology, San Antonio, TX.
- Effron, D. A., & Monin, B. (2010, August). Granting others a license to transgress. International Society for Justice Research, Banff, AB.
- O'Connor, K., Effron, D. A., Mullen, E., & Monin, B. (2010, August). Innocent by association: When a close other's good deeds license one's transgressions. International Society for Justice Research, Banff, AB.
- Effron, D.A., & Monin, B. (2010, January). When does doing good license doing bad? The role of hypocrisy and moral ambiguity. Society for Personality and Social Psychology, Las Vegas, NV. **Chaired symposium: Perspectives on moral licensing.*
- Effron, D. A., Cameron, J. C., & Monin, B. (2009, February). Endorsing Obama licenses favoring Whites. Justice and Morality Preconference, Society for Personality and Social Psychology, Tampa, FL.

SELECTED TEACHING EXPERIENCE

MBA students

The Science of People in Organisations (formerly Managing Organisational Behaviour) (2014-present). Ratings achieved: 4.87/5

Perspectives on Business Ethics (2017-present). Ratings achieved: 4.74/5

Negotiations, (2011-2013). Ratings achieved: 8.5/10

Executive Students

Developing Effective Managers and Organisations (2015-2016, EMBA program). Ratings achieved: 4.7/5

Human Resources Strategy in Transforming Organisations (2018-present, open enrollment). Ratings achieved: 4.9/5

Custom Teaching for Corporate Clients

The Psychology of (Un)Ethical Behavior (KPMG, 2019; Young Presidents' Organization, 2019; Porsche Holding, 2017, 2019). Ratings achieved: 4.8/5.

Motivation and Teams (Lloyds of London, 2016, 2017, 2018). Ratings achieved: 4.8/5

Influence (Sberbank, 2019; First Abu Dhabi Bank, 2020; BMW, 2020). Ratings achieved: 4.3/5

Leadership (Gulf International Bank, 2018). 4.95/5

EDITORIAL SERVICE

Consulting Editor, Personality and Social Psychology Bulletin (2019 –)

Consulting Editor, Journal of Personality and Social Psychology (2018 – 2020)

Guest Editor, Journal of Experimental Social Psychology (2018)

Selected Ad Hoc Reviewing:

Academy of Management Journal

Group Processes and Intergroup Relations

**Premier Reviewer Award (2016)*

European Journal of Social Psychology

Journal of Applied Social Psychology

Journal of Experimental Psychology: Applied

Journal of Experimental Psychology: General

Journal of Experimental Social Psychology

Journal of Personality and Social Psychology

Motivation and Emotion

Motivation Science

Organizational Behavioral and Human Decision
Processes

Organization Science

Proceedings of the National Academy of Science

Personality and Social Psychology Bulletin

Personality and Social Psychology Review

Political Psychology

Psychological Bulletin

Psychological Science

Social and Personality Psychology Compass

Social Psychological and Personality Science