

DANIEL A. EFFRON

May, 2026

London Business School, Regent's Park, London, NW1 4SA, United Kingdom

deffron@london.edu

www.danieleffron.com

ACADEMIC POSITIONS

London Business School

Chair, Organisational Behaviour Subject Area (from 2025)

Professor of Organisational Behaviour (from 2022)

Associate Professor of Organisational Behaviour with tenure (2017 – 2022)

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).

Received an American Psychological Association Dissertation Award (2010)

M.A., psychology (2009)

Yale University

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

ACADEMIC PUBLICATIONS

- Berman, J. Z., Overton, G., & Effron, D. A. (in press). Hypocrisy either way: Judgments of moral actors who choose between conflicting commitments. *Journal of Experimental Social Psychology*.
- Lucas, B. J., O'Connor, K., Berry, Z., & Effron, D. A. (in press). Intergenerational hypocrisy: When an organization's distant past limits its legitimacy to practice or preach in the present. *Personality and Social Psychology Bulletin*.
- Mackin, M., Effron, D. A., Epstude, K., & Roese, N. J. (2026). When are leaders blamed for bad events that never happened? Partisanship and close counterfactual catastrophes. *Journal of Experimental Social Psychology*, 123, 104868.
- Effron, D. A., Qiu, J., & Shulman, D. (2026). Moral deliberation reduces people's intentions to share headlines they recognize as "fake news." *Journal of Experimental Psychology: General*, 155(3), 603-628.
- Effron, D. A., & Brady, W. J. (2025). Affective and cognitive underpinnings of moral condemnation when news of transgressions goes viral. *Journal of Experimental Psychology: General*, 154(9), 2553-2568.
- Effron, D. A., Epstude, K., & Roese, N. J. (2024). Motivated counterfactual thinking and moral inconsistency: How we use our imaginations to selectively condemn and condone. *Current Directions in Psychological Science*, 33, 146-152.
- Langdon, J. A., Helgason, B. A., Qiu, J., & Effron, D. A. (2024). "It's not literally true, but you get the gist:" How nuanced understanding of truth encourage people to condone and spread misinformation. *Current Opinion in Psychology*, 57, 101788.
- Pillai, R. M., Fazio, L. K., & Effron, D. A. (2023). Repeatedly encountered descriptions of wrongdoing seem more true but less unethical: Evidence in a naturalistic setting. *Psychological Science*, 34(8), 863-874.
- Haire, S., Lépine, A., Effron, D. A., Treibich, C. (2023) Can self-affirmation encourage HIV-prevention? Evidence from female sex workers in Senegal. *AIDS and Behavior*, 27, 3183-3196.
- Effron, D. A., & Helgason, B. A. (2023). Moral inconsistency. *Advances in Experimental Social Psychology*, 67, 1-55.
- Epstude, K. *, Effron, D. A. *, & Roese, N. J. (2022). Polarized imagination: Partisanship influences the direction and consequences of counterfactual thinking. *Philosophical Transactions of the Royal Society B: Biological Sciences*, 377, 20210342. * [Shared first authorship].
- Effron, D. A., & Helgason, B. A. (2022). The moral psychology of misinformation: Why we excuse dishonesty in a post-truth world. *Current Opinion in Psychology*, 47, 101375.

- Helgason, B. A., & Effron, D. A. (2022). It might become true: How prefactual thinking licenses dishonesty. *Journal of Personality and Social Psychology*, *123*(5), 909–940.
- Effron, D. A., Kakker, H., & Cable, D. M. (2022). Consequences of perceiving organization members as a unified entity: Stronger attraction, but greater blame for member transgressions. *Journal of Applied Psychology*, *107*(11), 1951–1972.
- Effron, D. A. (2022). The moral repetition effect: Bad deeds seem less unethical when repeatedly encountered. *Journal of Experimental Psychology: General*, *151*(10), 2562–2585.
- Helgason, B. A., & Effron, D. A. (2022). From critical to hypocritical: Counterfactual thinking increases partisan disagreement about media hypocrisy. *Journal of Experimental Social Psychology*, *101*, 104308.
- Giurge, L. M., Lin, E. H.-L., & Effron, D. A. (2021). Moral credentials and the 2020 Democratic presidential primary: No evidence that endorsing female candidates licenses people to favor men. *Journal of Experimental Social Psychology*, *95*, 104144.
- Effron, D. A., & Raj, M. (2021). Disclosing interpersonal conflicts of interest: Revealing whom we like, but not whom we dislike. *Organizational Behavior and Human Decision Processes*, *164*, 68–85.
- 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.
- Georgeac, 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. *Advances in Experimental Social Psychology, 43*, 117-158.
- 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 HONORS, GRANTS, AND FELLOWSHIPS

The London Business School Excellence in Teaching Award (2023)

Momentum Scholar Grant (2020, \$85,000), Center for the Science 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

Wall Street Journal (October 5, 2025). How to spot when you’re a hypocrite.

Bloomberg (October, 2024), Balance of Power [Live radio interview]: The psychology behind U.S. politics.

Psychology Today (October, 2024). The more news headlines we see, the less we care.

Forbes (September, 2023). A psychologist teaches you how to see beyond the media’s ‘illusory truth’ problem.

Radio New Zealand, Nine to Noon (February, 2023). Why good people do bad things. [Broadcast interview].

Philelefttheros [Cyprus newspaper] (October 9, 2022). Why fake news and lies thrive in our time.

Financial Times (April 28, 2022). The dangers of lying to ourselves about the future.

The Washington Post (April 27, 2021). Fresh off election falsehoods, Republicans serve up a whopper about Biden.

Associated Press (December 21, 2020). “Do as I say”: Anger as some politicians ignore virus rules.

Asahi Shimbun [Japanese daily newspaper] (October 25, 2020). A sense of unity created by 20,000 lies.

The Washington Post (October 23, 2020). Spin, hyperbole and deception: How Trump claimed credit for an Obama veterans achievement.

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.

Times of India (Dec 9, 2019). More you see fake news, more likely you are to share it.

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.

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.

Nautilus (Feb 5, 2019). Why doing good makes it easier to do bad.

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

National University of Singapore Business School (2026, March)

INSEAD, Marketing Area (2026, March)

Keynote address: University of Southampton, Centre for Behavioural Experimental Action and Research, (2025, September).

Booth School of Business, University of Chicago (2025, May)

Yale University School of Management (2025, May)

Olin Business School, Washington University in St. Louis (2025, May)

University of Milano-Bicocca, Department of Psychology (2025, March)
NYU Stern School of Business (2024, May)
Columbia Business School (2024, May)
University of Cambridge, Department of Psychology (2023, November)
University of Bristol, School of Psychological Science (2023, November)
Keynote address: European Association for Consumer Research (2023, July)
The Ohio State University, Department of Psychology (2023, March)
University of Pennsylvania, The Wharton School (2022, April)
Max Planck Institute for Human Development (2021, October)
University of Toronto, Rotman School of Management (2021, September)
UNC Chapel Hill, Center for the Science of Moral Understanding (2021, May)
Oxford University, Saïd Business School, Centre for Corporate Reputation (2021, May)
UT Austin, Department of Psychology (2021, March)
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)
Booth School of Business, University of Chicago (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

Effron, D. A., & Brady, W. J. (2025, October). Advertising infamy: Reducing moral desensitization of viral transgressions. Society for Experimental Social Psychology, Lisbon.

* *Chaired symposium*: Combating the repetition effect: Safeguarding truth and morality in digital discourse

Helgason, B. A., Langdon, J. L., Qiu, J., & Effron, D. A. (2025, October). Taking the ingroup seriously but the outgroup literally: Political polarization and flexible standards of honesty. Society for Experimental Social Psychology, Lisbon.

* *Chaired symposium*: Rethinking polarization: Insights into mechanisms, misperceptions, and interventions

Mattavelli, S., & Effron, D. A. (2025, October). From passive exposure to active resistance: The role of certainty in the moral repetition effect. Society for Experimental Social Psychology, Lisbon.

Effron, D. A., Qiu, J., & Shulman, D. (2024, July and August; 2025, April). Moral deliberation reduces intentions to knowingly share fake news.

- International Association of Conflict Management, Singapore.
- LBS Moral Psychology and Behavioural Ethics conference, London
- Cambridge Disinformation Summit, Cambridge UK

Helgason, B.A., & Effron, D.A. (2023, June, July, and August). Examining racial bias in using algorithmic advice.

- Academy of Management Annual Meeting, Boston.
- International Association of Conflict Management, Thessaloniki
- Moral Psychology of AI Conference, Kent, UK.

Langdon, J. A., Effron, D.A. (2023, February) Two truths and a lie: A falsehood is less unethical to tell when truths make a case for it. Misinformation & Belief Science preconference at Society for Personality and Social Psychology, Atlanta.

Helgason, B.A., & Effron, D.A. (2022, August). Vice advice: Taking advice to justify unethical behavior. Academy of Management Annual Meeting, Seattle.

Langdon, J. A., Effron, D. A., & Berman, J. (2022, August) Worst to Be First? Victim and Transgressor Perspectives of “Viral” Violations. Academy of Management Annual Meeting, Seattle.

Helgason, B.A., & Effron, D.A. (2022, February). It might become true: How prefactual thinking licenses dishonesty. Justice and Morality Preconference at the Society for Personality and Social Psychology.

Effron, D. A. (2022, June). Polarized imagination: Counterfactual thinking and partisan judgments of hypocrisy and blame. Centre for the Science of Moral Understanding, UNC Chapel Hill.

Effron, D. A. (2022, June). The moral repetition effect. Reputation, Trust, Ethics, and Relationship (R:ETRO) conference, Oxford University.

Effron, D. A., & Shulman, D. (2021, October). Moral deliberation reduces intentions to share fake news. Society for Experimental Social Psychology, Santa Barbara, CA.

* *Chaired symposium*: Psychological challenges of the digital era: Misinformation and privacy

Langdon, J., & Effron, D. A. (2021). False claims seem less unethical when related claims are true. Academy of Management (August, 2021)
International Society for Justice Research (July, 2021)

Effron, D. A. (2021, July). Psychological barriers to truth-seeking: When do people care about honesty? International Association of Conflict Management.

Helgason, B. A., & Effron, D. A. (2021, July). Advice as license: Using advice to make selfish decisions. International Association of Conflict Management.

Effron, D. A. (2020, 2021). The moral repetition effect.
Society for Judgment and Decision Making (2020, Dec)

Society for Personality and Social Psychology (2021, Feb)

* *Chaired symposium*: Misinformation and morality in the age of social media

Helgason, B., & Effron, D. A. (2020, December). It might become true: How prefactual thinking licenses dishonesty. Society for Judgment and Decision Making.

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. Dublin, Ireland.

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, New Orleans, LA.

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 and Pre-experience Students

The Science of People in Organisations (formerly Managing Organisational Behaviour) (2014-present).

Perspectives on Business Ethics (2017-present).

Using Data Science Responsibly (2019-present).

Negotiation (2011-2013).

Executive Students

Developing Effective Managers and Organisations (2015-2016).

Human Resources Strategy in Transforming Organisations (2018-2022).

Accelerated Development Programme (2023-present).

Custom Teaching for Corporate Clients

Ethical Leadership (e.g., KPMG, YPO, Porsche Holding, Laidlaw Foundation).

Supercharging Engagement (e.g., Digital China, Lundbeck, Samsung, Valeo).

Team Decision-Making: Its Power and Pitfalls (e.g., Air Liquide, Lloyds of London).

Influence Without Authority (e.g., BMW, Tata, OTP Bank)

Harnessing the Power of Your Social Network (e.g., Continental, Gulf International Bank)

Creativity (e.g., HSBC)

EDITORIAL SERVICE

Associate Editor, Management Science (2024 –)

Consulting Editor, European Journal of Social Psychology (2024 –)

Editorial Board Member, Organizational Behavior and Human Decision Processes (2022 – 2024)

Consulting Editor, Personality and Social Psychology Bulletin (2019 – 2024)

Editorial Board Member, Journal of Personality and Social Psychology: Attitudes and Social Cognition (2022 – 2023)

Consulting Editor, Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes (2018 – 2020)

Guest Editor, Journal of Experimental Social Psychology (2018)

Selected Ad Hoc Reviewing:

Academy of Management Journal

Acta Psychologica

Group Processes and Intergroup Relations

**Premier Reviewer Award (2016)*

European Journal of Social Psychology

Journal of Applied 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

Nature Communications

Nature Human Behavior

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

PLoS ONE

Political Psychology

Psychological Bulletin

Psychological Science

Social and Personality Psychology Compass

Social Psychological and Personality Science

Strategic Management Journal