

CHIA-JUNG TSAY

University College London
Department of Management Science and Innovation
Gower Street - London - WC1E 6BT
c.tsay@ucl.ac.uk

EDUCATION

Harvard University

Harvard Business School Ph.D. in Organizational Behavior and Psychology (2012)
Graduate School of Arts & Sciences with a secondary Ph.D. Field in Music
Graduate School of Arts & Sciences M.A. in Social Psychology (2009)
Graduate School of Arts & Sciences M.A. in History of Science (2004)
Harvard College B.A. in Psychology (2004), Phi Beta Kappa
magna cum laude with highest honors in psychology

Johns Hopkins University

Peabody Conservatory M.Mus. in Piano Performance (2006)
M.Mus. in Piano Pedagogy (2006)

The Juilliard School

Pre-College Diploma in Piano Performance (2000)

ACADEMIC APPOINTMENTS

University College London 2012-present
Department of Management Science & Innovation
Assistant Professor in Organizational Behavior

RESEARCH INTERESTS

Judgment and Decision Making, Social Cognition, Performance, Expertise, Communication, Negotiations, Human Capital Management, Entrepreneurship, Performing Arts

PUBLICATIONS

- Tsay, C. (forthcoming). The vision heuristic: Judging music ensembles by sight alone. *Organizational Behavior and Human Decision Processes*.
- Tsay, C. (2013). Sight over sound in the judgment of music performance. *Proceedings of the National Academy of Sciences*, 110(36), 14580-14585.
- Bazerman, M. H., Gino, F., Shu, L. L., & Tsay, C. (2013). The power of the cognition/emotion distinction for morality. *Emotion Review*, 6(1), 1-2.
- Milkman, K., Mazza, M., Shu, L., Tsay, C. & Bazerman, M. (2012). Policy bundling to overcome loss aversion: A method for improving legislative outcomes. *Organizational Behavior and Human Decision Processes*, 117, 158-167.
- Tsay, C. & Banaji, M. (2011). Naturals and strivers: Preferences and beliefs about sources of achievement. *Journal of Experimental Social Psychology*, 47, 460-465.

- Tsay, C. Shu, L., & Bazerman, M. (2011). Naiveté and cynicism in negotiations and other competitive contexts. *The Academy of Management Annals*, 5(1), 1–24.
- Bazerman, M. H., Gino, F., Shu, L. L., & Tsay, C. (2011). Joint evaluation as a real world tool for managing emotional assessment of morality. *Emotion Review*, 3(3), 290–292.
- Tsay, C. & Bazerman, M. (2011). Future directions for negotiations. In B. Goldman & D. Shapiro (Eds.), *The psychology of negotiations in the 21st century workplace: New challenges and new solutions (SIOP Frontier series)*. New York: Psychology Press/Routledge.
- Shu, L., Tsay, C. & Bazerman, M. (2011). Cognitive, affective, and special-interest barriers to policy making. In J. I. Krueger (Ed.), *Frontiers in social psychology: Social judgment and decision making* (pp. 243-259). Philadelphia: Psychology Press.
- Tsay, C. & Bazerman, M. (2009). A decision-making perspective to negotiation: A review of the past and a look into the future. *Negotiation Journal*, 25(4), 467-480.

INVITED TALKS AND GUEST LECTURES

- University of Cambridge, Cambridge, UK; 2014
- London Business School, London, UK; 2014
- University College London, London, UK; 2013
- Queen Mary, University of London, UK; 2013
- Audio Engineering Society, New York, NY; 2013
- Association of British Orchestras, London, UK, 2013
- University College London, London, UK; 2013
- University of Sussex, Brighton, UK; 2013
- McMaster University, Hamilton, Canada; 2013
- University College London, London, UK; 2013
- European School of Management and Technology, Berlin, Germany; 2013
- Technische Universität München, Munich, Germany; 2013
- Royal Academy of Music, London, UK; 2013
- Royal Academy of Music, London, UK; 2012
- National Endowment for the Arts, Washington, DC; 2012
- INSEAD, Fontainebleau, France; 2012
- Bocconi University, Milan, Italy; 2012
- University College London, London, UK; 2012
- University of Oxford, Oxford, UK; 2011
- University of Vienna, Vienna, Austria; 2011
- University of Lausanne, Lausanne, Switzerland; 2011
- EM Lyon Business School, Lyon, France; 2011
- Universität für Musik und darstellende Kunst Wien, Vienna, Austria; 2011
- University of East Anglia, Norwich, UK; 2011
- The Smithsonian Institution, Washington, DC; 2011
- Brown University, Providence, RI; 2011
- Harvard Business School, Boston, MA; 2011

ACADEMIC AWARDS AND HONORS

- 2012 SEMPRES/ICMPC Young Researcher Award (awarded annually to 1-2 junior scholars), International Conference on Music Perception and Cognition, 2012
- Wyss Award for Excellence in Doctoral Research, Harvard Business School, 2011-2012
Awarded to one micro-organizational behavior doctoral candidate in 2011
- Program on Negotiation Graduate Research Fellowship, Harvard Law School, 2011-2012
- Invited Fellow and Best Poster Award, Max Planck Institute, 2011
- Kauffman Foundation Grant, Smith Entrepreneurship Doctoral Consortium, 2011
- Best Paper Award in Organizational Behavior, 8th Annual Trans-Atlantic Doctoral Conference at London Business School, 2008
- Hoopes Prize (awarded for outstanding scholarly research), Harvard University, 2004
- All-USA College Academic First Team (one of twenty selected nationwide), 2004
- John Harvard Scholarship for Academic Achievement of the Highest Distinction, Harvard University, 2001-2002, 2002-2003, 2003-2004
- National Merit Scholar, 2000-2004
- Robert C. Byrd Honors Scholar, 2000-2004
- Coca-Cola National Scholar (one of fifty-two selected nationwide), 2000-2004
- Advanced Placement National Scholar, 2000
- Advanced Placement New York State Scholar (one of two selected per state), 2000
- Caltech Award for Science, Math, and Technology, 2000
- Intel Science Talent Search Semifinalist, 2000

CONFERENCE PROCEEDINGS

- Tsay, C. (2010). Neither vetted nor vouched: Online consumer behavior and reputation systems in high-risk social networks. In M. Meloy & A. Duhachek (Eds.), *Advances in consumer psychology*. St. Pete, FL: Society for Consumer Psychology.
- Tsay, C. & Banaji, M. (2010). She's a natural!: From mere label to actualized consumer preference. In M. Campbell, J. Inman, & R. Pieters (Eds.), *Advances in consumer research*. Duluth, MN: Association for Consumer Research.

CHAired SYMPOSIA

- Anik, L. & Tsay, C. (2010). Symposium Co-Chairs. *Me and you and everyone we know: A story of value creation in social networks*. Society for Consumer Psychology Conference, St. Pete, FL. Other speakers: Jonah Berger, Andrew Stephen.
- Tsay, C. & Anik, L. (2009). Symposium Co-Chairs. *Branding challenges and possibilities in the music industry*. Association for Consumer Research North American Conference, Pittsburgh, PA. Other speakers: Vijaykumar Krishnan, James J. Kellaris.

PROFESSIONAL AFFILIATIONS

Academy of Management
 Society for Judgment and Decision Making
 Society for Personality and Social Psychology

SELECTED CONFERENCE TALKS

The vision heuristic: Judging music ensembles by sight alone. Academy of Management Annual Meeting, Boston, MA, 2012.

The impact of visual cues on the judgment and perceptions of music performance. International Conference on Music Perception and Cognition, Thessaloniki, Greece, 2012.

The impact of nonverbal cues on perceptions of performance. Society for Personality and Social Psychology Annual Meeting, Nonverbal Behavior Preconference, San Diego, CA, 2012.

Faster than the speed of sound: Sight over sound in the judgment of music performance. Max Planck Institute for Human Development, Berlin, Germany, 2011.

The vision heuristic: The dominance of motion and emotion in judgments of performance. 11th Trans-Atlantic Doctoral Conference at London Business School, London, UK, 2011.

Naturals and strivers: Choices, preferences, and beliefs about sources of achievement. Academy of Management Annual Meeting, Montreal, Canada, 2010.

The costs of the naturalness bias. 10th Trans-Atlantic Doctoral Conference at London Business School, London, UK, 2010.

“Naturals” and “Strivers”: Studies on sources of achievement. Harvard Psychology Department Research Seminar on Social Psychology, Cambridge, MA, 2010.

Neither vetted nor vouched: Online consumer behavior and reputation systems in high-risk social networks. Society for Consumer Psychology Conference, St. Pete, FL, 2010.

Managing reputation systems and reciprocity: Value creation and entry points in social networks. 3rd Management and Social Networks Conference, Annecy, France, 2009.

“She's a Natural!?”: From mere label to actualized consumer preference. Association for Consumer Research North American Conference, Pittsburgh, PA, 2009.

Naturals and strivers: Beliefs and behavior about innate versus learned sources of achievement. Academy of Management Annual Meeting, Chicago, IL, 2009.

Signaling trust and assessing trustworthiness in online social networks. 9th Trans-Atlantic Doctoral Conference at London Business School, London, UK, 2009.

Structural and individual contributions to value creation in online social networks. 5th Annual Inter-Ivy Sociology Symposium, New York, NY, 2009.

Sources of achievement: Striving vs. naturalness. 8th Trans-Atlantic Doctoral Conference at London Business School, London, UK, 2008.

Privileging innate over acquired ability in perceptions of achievement. Harvard Psychology Department Research Seminar on Social Psychology, Cambridge, MA, 2008.

TEACHING INTERESTS

Managerial Decision Making, Negotiations, Social Psychology, Social Influence, Organizational Behavior, Human Resource Management, Entrepreneurship, Communication, Leadership, Groups and Teams, Research Methods, Performing Arts

TEACHING EXPERIENCE

- Voted the most popular lecturer for the UCL Master of Management program, 2013
- Nominee for the Student Choice Teaching Award, University College London, 2013
- Joseph R. Levenson Memorial Teaching Prize nominee, Harvard University, 2009
- Teaching fellow. Harvard School of Engineering & Applied Sciences, 2008-2010
- Non-resident tutor in medicine. Harvard University, 2007-2010
- Resident tutor in economics/music; Sophomore advisor. Harvard University, 2007-2009
- Faculty in liberal arts. Peabody Conservatory, Johns Hopkins University, 2006-2007
- Teaching assistant. The Wharton School, University of Pennsylvania, 2006-2007
- Instructor. Johns Hopkins University Center for Talented Youth, 2004

ACADEMIC SERVICE

OB/Strategy Seminar Series Coordinator, University College London, 2012-present
 Recruiting Committee, Department of Management Science & Innovation, UCL, 2012-present
 Ad hoc reviewer, *Organizational Behavior and Human Decision Processes*; *Journal of Experimental Social Psychology*; *Frontiers of Cognitive Science*; *Psychology of Aesthetics, Creativity, and the Arts*; *Musicae Scientiae*
 Faculty Mentorship Award committee, Harvard Business School, 2009-2012

SELECTED MEDIA COVERAGE

ABC, AOL News, APA Monitor, Ars Technica, the Atlantic, Australian, BBC, Boston Globe, CBC, the Economist, Daily Mail, Der Spiegel, Der Standard, Die Presse, Die Welt, Die Zeit, Discover Magazine, El País, Frankfurter Allgemeine Zeitung, Gramophone, Haaretz, Harvard Gazette, Huffington Post, International Business Times, Le Figaro, Le Monde, Le Soir, Le Temps, Los Angeles Times, MSN News, National Affairs, Nature, NBC, NPR, New York Post, ORF, Psychology Today, Salon, Scientific American, Slate, Strad, Telegraph, Times, Voice of America, Wired, WQXR, Yahoo! Finance

PROFESSIONAL MUSIC EXPERIENCE AND HONORS

- Performances at Carnegie Hall, Lincoln Center, the Kennedy Center, Faneuil Hall
- Collaborations with U.S. and foreign embassies, the U.S. Department of State, Coca-Cola
- Palace recital commemorating the Presidency of the European Union
- Recording at Steinway Hall featured in a documentary televised by The Learning Channel
- Service (hospital performances, benefit concerts, lessons for disadvantaged youth)
- Board of Trustees, Boston Classical Orchestra, 2007-2011

OTHER

- U.S. citizen; bilingual in English and Chinese
- Interest in visual arts, film, writing, and engineering
- Miss Long Island. Miss America Organization, 2005-2006