

# **Prof. Dr. Lauren C. Howe**

University of Zurich, Plattenstrasse 14, 8032 Zurich, Switzerland

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## **EDUCATION AND EXPERIENCE**

### **Assistant Professor in Management, Department of Business Administration**

University of Zurich, Zurich, Switzerland, *10/2020 – present*

### **Postdoctoral Scholar, Department of Business Administration**

University of Zurich, Zurich, Switzerland, *01/2019 – 09/2020*

### **Postdoctoral Scholar, Department of Psychology**

Stanford University, Stanford, California, *10/2017 – 01/2019*

### **Ph.D. in Social Psychology, Department of Psychology**

Stanford University, Stanford, California, *09/2011 – 09/2017*

### **B.A. in Psychology (with highest distinction) and German Language & Literature**

University of Virginia, Charlottesville, Virginia, *08/2006 – 05/2010*

## **HONORS AND AWARDS**

Academy of Management Improving Leadership Research Personal Development Workshop, “Most Promising Faculty Research Proposal,” *08/2019*

Social Personality and Health Network Outstanding Research Award, *01/2016*

Graduate Student Teaching Award for excellence in teaching graduate statistical methods, *05/2014*

Society for Personality and Social Psychology Graduate Student Travel Award, *02/2014*

Fulbright English Teaching Assistantship Grant to Germany, *09/2010*

University of Virginia Research Excellence Award in Psychology, *05/2010*

## **RESEARCH GRANTS**

University of Zurich Postdoc Forschungskredit Fellowship (CHF 110,274), *06/2019*

Robert Wood Johnson Foundation (\$504,857, PI: Dr. Alia Crum), *09/2017*

Stanford School of Medicine Presence Center Research Grant (\$4,500), *06/2016*

Stanford Vice Provost for Graduate Education Graduate Research Opportunity (\$4,500), *04/2016*

Stanford Psychology Department Dissertation Research Funds (\$4,000), *03/2016*

Stanford Diversity Dissertation Research Opportunity (\$5,000), *12/2016*

Foundation for the Science of the Therapeutic Encounter Research Grant (\$5,000), *11/2016*

Norman H. Anderson Research Fund Grant (\$1,000), *09/2015*

Stanford School of Medicine Presence Center Research Grant (\$4,450), *09/2015*

Stanford Psychology Department Pilot Data Research Grant (\$8,000), *01/2015*

Shaper Family Stanford Interdisciplinary Graduate Fellowship (three years of support), *05/2014*

National Science Foundation Graduate Research Fellowship (three years of support), *04/2011*

Undergraduate Research Grant for independent psychology research (\$500), *01/2010*

## TEACHING GRANTS

University of Zurich Competitive Teaching Fund (CHF 33,100), 11/2020

University of San Francisco, College of Arts & Sciences Teaching Development Fund (\$968), 10/2016

## PEER-REVIEWED PUBLICATIONS

Leibowitz, K.A., **Howe, L.C.**, & Crum, A.J. (in press). Changing mindsets about side effects. *BMJ Open*.

Khan, S.\*, & **Howe, L.C.\*** (2020). Concern for the transgressor's consequences: An explanation for why wrongdoing remains unreported. *Journal of Business Ethics*.

Sparkman, G., **Howe, L.C.**, & Walton, G.M. (2020). Overcoming social limits: How norms are often a barrier to addressing climate change but can be part of the solution. *Behavioural Public Policy*.

Hughes, G., Musco, P., Caine, S., & **Howe, L.C.** (2020). Lower limb asymmetry after anterior cruciate ligament reconstruction in adolescent athletes: A systematic review and meta-analysis. *Journal of Athletic Training*.

Bradway, M., Leibowitz, K., Garrison, K.A., **Howe, L.C.**, & Årsand, E. (2020). Qualitative evaluations of mHealth interventions: Current gaps and future directions. *Studies in Health Technology and Informatics*, 270, 1041-1045.

**Howe, L.C.**, MacInnis, B., Krosnick, J.A., Markowitz, E., & Socolow, R. (2019). Acknowledging uncertainty impacts public acceptance of climate scientists' predictions. *Nature Climate Change*, 9, 863-867.

**Howe, L.C.**, Leibowitz, K.A., & Crum, A.J. (2019). When your doctor "gets it" and "gets you": The critical role of competence and warmth in the patient-provider interaction. *Frontiers in Psychiatry*, 10, 475.

Abeles, A., **Howe, L.C.**, Krosnick, J.A., MacInnis, B. (2019). Perception of public opinion on global warming and the role of opinion deviance. *Journal of Environmental Psychology*, 63, 118-129.

**Howe, L.C.**, Leibowitz, K.A., Perry, M.A., Bitler, J., Block, W., Kaptchuk, T., Nadeau, K., & Crum, A.J. (2019). Changing patient mindsets about non-life-threatening symptoms during oral immunotherapy: A randomized clinical trial. *Journal of Allergy and Clinical Immunology: In Practice*, 7(5), 1550-1559.

**Howe, L.C.**, Hardebeck, E.J., Leibowitz, K.A., & Crum, A.J. (2019). Provider demeanor impacts perceptions of visit length. *Journal of General Internal Medicine*, 34(2), 182-182.

**Howe, L.C.**, Goyer, J.P., & Crum, A.J. (2017). Harnessing the placebo effect: Exploring the influence of physician characteristics on placebo response. *Health Psychology*, 36(11), 1074-1082.

**Howe, L.C.**, & Monin, B. (2017). Healthier than thou? "Practicing what you preach" backfires by increasing anticipated devaluation. *Journal of Personality and Social Psychology*, 112(5), 718-735.

**Howe, L.C.**, & Krosnick, J.A. (2017). Attitude strength. *Annual Review of Psychology*, 68, 6.1-6.25.

**Howe, L.C.**, & Dweck, C.S. (2016). Changes in self-definitions impede recovery from rejection. *Personality and Social Psychology Bulletin*, 42(1), 54-71.

\* denotes equal first authorship.

## PAPERS UNDER REVIEW OR REVISION

[Note: actual titles redacted to preserve blind review]

**Howe, L.C.**, Hentrup, L.J., & Menges, J.I. [Beliefs about the future of work.]

**Howe, L.C.**, & Menges, J.I. (under review). [Beliefs about the nature of remote work.]

**Howe, L.C.**, Carr, P.B., & Walton, G.M. (invited revision). [Psychological processes in response to appeals to social norms.]

**Howe, L.C.**, Hardebeck, E.J., Eberhardt, J., Markus, H., & Crum, A.J. [Provider race and gender and treatment outcomes.]

## PRACTITIONER-ORIENTED PUBLICATIONS & OP-EDS

Khan, S., & **Howe, L.C.** (in press). When work feels like family, employees keep quiet about wrongdoing. *Harvard Business Review*.

Gloor, J.L., **Howe, L.C.**, De Cremer, D., & Yam, K.C. (2020). The funny thing about robot leadership... *European Business Review*.

**Howe, L.C.**, Whillans, A., & Menges, J.I. (2020). How to (actually) save time while working remotely. *Harvard Business Review*.

**Howe, L.C.**, & Leibowitz, K.A. (2019). Can a nice doctor make treatments more effective? *The New York Times*.

**Howe, L.C.** (2017). When your doctor is fitter than you are. *The New York Times*.

**Howe, L.C.** (2016). Why is it so tough for some to exercise the ghosts of their romantic pasts? *The Conversation*.

**Howe, L.C.** (2016). A self-improvement secret: Work on strengths. *Scientific American*.

**Howe, L.C.** (2016). Why some people take break-ups harder than others. *The Atlantic*.

## BOOK CHAPTERS

**Howe, L.C.**, & Krosnick, J.A. (in press). The psychology of public opinion. In Osborne, D., & Sibley, C.G. (Eds.), *Cambridge Handbook of Political Psychology*. Cambridge, England: Cambridge University Press.

## SELECTED WORKING PAPERS

**Howe, L.C.**, & Menges, J.I. When it pays to be less than perfect: Business leaders sharing a personal flaw with an investor increases identification and funding.

**Howe, L.C.**, Menges, J.I., & Côté, S. When CEOs used to take your order: The effect of CEO experience working in lower-status jobs on a CEO's relatability, approval ratings, and organization evaluations.

Menges, J.I., **Howe, L.C.**, De Schutter, L., & Kern, S. Emotional capital in work relationships: Do daily positive interactions with supervisors buffer employees against set-backs at work?

Campbell, T., **Howe, L.C.**, Shepherd, S., Warren, N., & Mercurio, K. Dual concern: The persuasive power of criticizing with care.

## INVITED TALKS

Stanford, Mind & Body Lab, 12/2020.  
Microsoft, EMEA Meeting, 9/2020.  
Harvard University, Behavioral Insights Group PhD Workshop, 8/2020.  
University of Zurich, Department of Business Administration, 11/2019.  
University of Exeter Business School, 11/2019.  
Rotterdam School of Management, Erasmus University, 10/2019.  
Western Washington University, Department of Psychology, 01/2019.  
University of San Francisco, Cognitive Psychology, 10/2019.  
University of British Columbia, Health Psychology, 04/2017.  
University of Washington, Tacoma, Department of Nursing & Healthcare Leadership, 04/2017.  
Southern Oregon University, Department of Psychology, 02/2017.  
University of Virginia, Frank Batten School of Leadership and Public Policy, 01/2017.  
California State University, Los Angeles, Department of Psychology, 11/2016.  
Chapman University, Department of Psychology, 11/2016.  
University of Washington, Social Psychology, 06/2016.  
Lumos Labs, San Francisco, 02/2016.  
Stanford University, Department of Psychology, 10/2015.  
Stanford University, Department of Psychology, 10/2014.  
National Press Club, Washington, D.C., 03/2013.

## ORAL CONFERENCE PRESENTATIONS

**Howe, L.C.**, & Menges, J.I. (08/2020). Mindsets about remote work, but not intelligence, predict emotional adjustment to remote work during the COVID-19 pandemic. Academy of Management Rapid Research Plenary: COVID-19 and Organizational Behavior.

**Howe, L.C.**, & Menges, J.I. (08/2020). Mindsets about remote work predict employee well-being in home office: Evidence from the COVID-19 pandemic. Microsoft New Future of Work Conference.

**Howe, L.C.**, Hentrup, L.J., & Menges, J.I. (08/2020). More human than machine? The effects of depicting the future of work as relational or technological. Annual meeting of the Academy of Management.

**Howe, L.C.** (08/2020). When it pays to be less than perfect: Entrepreneurs sharing flaws with investors can attract funding. Annual meeting of the Academy of Management.

Menges, J.I, **Howe, L.C.**, De Schutter, L., & Kern, S. (08/2020). Relational investments: Daily positive supervisor interactions buffer employees against setbacks. Annual meeting of the Academy of Management.

**Howe, L.C.**, Menges, J.I., & Côte, S. (05/2020). *When CEOs used to take your order: The effect of CEO disclosure of experience in “unglamorous” jobs and the context of industry status on CEO approval ratings.* 5<sup>th</sup> Interdisciplinary Perspectives on Leadership Symposium.

**ORAL CONFERENCE PRESENTATIONS, continued**

- Campbell, T., **Howe, L.C.**, Shepard, S., Warren, N., & Mercurio, K. (05/2020). *Criticizing with care: The persuasive power of dual concern messages*. AMA Marketing and Public Policy Conference.
- Bradway, M., Leibowitz, K., Garrison, K., **Howe, L.C.**, & Årsand, E. (04/2020). *Qualitative evaluations of mHealth interventions: Current gaps and future directions*. 30<sup>th</sup> Medical Informatics Europe Conference.
- Menges, J.I., **Howe, L.C.**, De Schutter, L. & Kern, S. (04/2020). *Emotional capital at work: Positive interactions buffer employees against set-backs*. Annual conference of the Society for Industrial and Organizational Psychology.
- Kahn, S., **Howe, L.C.**, & Rawson, R. (08/2019). *Concern for the transgressor and the self: Two explanations for why transgressions remain unreported*. Annual meeting of the Academy of Management.
- Kahn, S., Dang, T., **Howe, L.C.**, & Nielssen, J. (08/2019). *Stereotypical impressions and job discrimination against the female Southern California accent*. Annual meeting of the Academy of Management.
- Campbell, T., Shepard, S., **Howe, L.C.**, Warren, N., & Mercurio, K. (06/2019). *Start with care: The importance of dual concern in activist messages*. AMA Marketing and Public Policy Conference.
- Howe, L.C.**, & Monin, B. (05/2019). *The threat of flawless leaders: Leader role model behavior can paradoxically turn off those leaders try to inspire*. 4<sup>th</sup> Interdisciplinary Perspectives on Leadership Symposium.
- Howe, L.C.**, Goyer, J.P., & Crum, A.J. (05/2018). *Harnessing the placebo effect: The influence of physician characteristics on placebo response*. Annual meeting of the Association for Psychological Science.
- Howe, L.C.**, Leibowitz, K.A., Perry, M.A., Block, W., Kaptchuk, T., Nadeau, K. & Crum, A.J. (05/2018). *Patient symptom levels moderate the impact of an oral immunotherapy mindset intervention*. Annual meeting of the Association for Psychological Science.
- Howe, L.C.**, Leibowitz, K.A., Perry, M.A., Block, W., Kaptchuk, T., Nadeau, K., & Crum, A.J. (03/2018). *Symptoms are positive signals: Changing mindsets about side effects to improve oral immunotherapy*. Social Personality and Health Pre-Conference for the annual meeting of the Society for Personality and Social Psychology.
- Howe, L.C.**, Carr, P.B., & Walton, G.M. (03/2018). *Normative appeals are more effective when they invite people to work together toward a common cause*. Annual meeting of the Society for Personality and Social Psychology.
- Abeles, A., **Howe, L.C.**, Krosnick, J.A., MacInnis, B. (03/2018). *How political partisanship shapes perceptions of public opinion on global warming*. Annual meeting of the Society for Personality and Social Psychology.
- Howe, L.C.**, Goyer, J.P., & Crum, A.J. (07/2017). *Positive relationships strengthen the impact of expectations on patient treatment outcomes*. Fifth World Congress on Positive Psychology.
- Howe, L.C.**, & Monin, B. (03/2017). *Physicians who expose unhealthy habits are more effective for overweight patients*. International Convention for Psychological Science.
- Howe, L.C.**, & Goyer, J.P., & Crum, A.J. (02/2017). *Physiological effects of treatment are influenced by patient expectations and practitioner interaction style*. Annual meeting of the Society for Personality and Social Psychology.

### **ORAL CONFERENCE PRESENTATIONS, *continued***

- Howe, L.C.**, & Dweck, C.S. (08/2016). *Changes in self-definition impede recovery from rejection*. American Psychological Association's Annual Convention.
- Howe, L.C.**, & Monin, B. (01/2016). *Healthier than thou? When "practicing what you preach" backfires by increasing expected judgment*. Social Personality and Health Pre-Conference for the annual meeting of the Society for Personality and Social Psychology.
- Howe, L.C.**, & Monin, B. (02/2015). *Physician health behavior as a cue of potential judgment in doctor-patient interactions*. Annual meeting of the Society for Personality and Social Psychology.
- Howe, L.C.**, & Monin, B. (02/2014). *Healthier than thou? How physician health affects patient fear of judgment*. Annual meeting of the Society for Personality and Social Psychology.
- Walton, G.M., Carr, P.B., & **Howe, L.C.** (02/2014). *Cues of working together fuel intrinsic motivation and can contribute to the solution of collective action problems*. Annual meeting of the Society for Personality and Social Psychology.
- Howe, L.C.**, MacInnis, B., Krosnick, J. A., Markowitz, E., & Socolow, R. (09/2013). *Confidently uncertain: When expressing uncertainty enhances trust and persuasion*. Annual meeting of the Society of Experimental Social Psychology.

### **SELECTED MEDIA COVERAGE**

#### **When leading by example is intimidating to those who are struggling with shortcomings**

*Should experts practice what they preach? New research shows a snag in leading by your own example*. Insights by Stanford Business, 12/2017.

*Physicians who tout well-being may scare off patients, Stanford researcher finds*. Stanford Medicine, 07/2017.

*Warum das Vorbild nicht zu vorbildlich sein darf [Why role models shouldn't be too exemplary]*. Süddeutsche Zeitung, the largest German subscription daily newspaper, 03/2017.

#### **How relationships with medical providers can enhance treatment effectiveness**

*\*These two things set 'good' doctors apart*. The Paper Gown, 10/2019.

*Could your mindset affect how well a treatment works?* NPR, 03/2019.

*\*Improving healthcare by harnessing the social context*. Character & Context, 01/2017.

#### **How beliefs about the self shape whether the pain of rejection lingers**

*What does 'closure' even mean, anyways?* The Science of Us, New York Magazine, 02/2017.

*How breakups change your personality*. BBC, 12/2016.

*To recover faster from rejection, shift your mindset*. Harvard Business Review, 04/2016.

*If past breakups still hurt, it may be because of how you see yourself*. The Washington Post, 01/2016.

*This may be why breakups are harder for some people than others*. The Huffington Post, 01/2016.

## **When scientists communicating uncertainty enhances trust and persuasion**

*\*Can acknowledging uncertainty make scientists more persuasive?* Nature Research Blog, 10/2019.

*Stanford research shows how uncertainty in scientific predictions can help and harm credibility.* Stanford News, 10/2019.

*To encourage climate action, talk up the benefits of adaptation.* Scientific American, 10/2019.

*Climate worst-case scenario may backfire in activists' campaign: Study.* The Huffington Post, March 2013.

*\* denotes an article written by me about my research*

## **TEACHING EXPERIENCE**

### **Leadership Research\***

*Spring 2020:* University of Zurich. Developed and taught seminar class.

### **Contemporary Readings on Behavior in Organizations\***

*Fall 2019:* University of Zurich. Organized and led seminar class.

### **Introduction to Social Psychology**

*Spring 2017, Spring 2016, Fall 2015:* University of San Francisco, Adjunct Professor. Designed and delivered lecture classes.

*Spring 2013:* Stanford University, Head Teaching Assistant. Led two sections.

### **Introduction to Psychology**

*Fall 2016:* University of San Francisco, Adjunct Professor. Designed and delivered lecture class.

*Summer 2017, Summer 2016:* Stanford University, Co-Instructor. Designed and delivered lecture classes.

*Winter 2014, Winter 2013, Fall 2012:* Stanford University, Teaching Assistant. Led four sections.

### **Social Psychology and Public Policy\***

*Spring 2015:* Stanford University, Teaching Assistant. Assisted with lecture class.

### **Identity in the Classroom\***

*Fall 2015:* Stanford University, Learning Community Member. Led discussions on identity and diversity in the classroom as part of a year-long seminar class.

### **Social Psychology\***

*Winter 2014, Winter 2015:* Stanford University, Teaching Assistant. Assisted with seminar class.

### **Statistical Methods for the Behavioral Sciences\***

*Fall 2013:* Stanford University, Teaching Assistant. Led one section.

### **Wise Interventions**

*Fall 2012:* Stanford University, Teaching Assistant. Led two sections.

*\* denotes a course designed for students at the graduate level*

## **PROFESSIONAL AFFILIATIONS**

Academy of Management

Society for Industrial and Organization Psychology

Society for Personality and Social Psychology

## **AD-HOC REVIEWER**

Leadership Quarterly

Journal of Personality and Social Psychology

Psychological Science

Journal of Experimental Social Psychology

Administrative Sciences

Journal of Applied Social Psychology

Climatic Change

Personality and Social Psychology Bulletin

Health Psychology

International Journal of Behavioral Medicine

Journal of Environmental Psychology

Journal of Sport & Exercise Psychology

Obesity Science & Prevention

Personality and Individual Differences

Learning and Individual Differences

Environment & Behavior