Goizueta Business School
Behavioral Research Lab
Fall 2017—Spring 2018

Accounting

• Time Measurement Study
  o Does the time individuals estimate it takes them to complete a given activity differ based on how you ask them to estimate? Do they overestimate or underestimate when asked to estimate the total time it takes to complete all repetitions of an activity vs the time taken to complete one repetition of an activity?

• Making Decisions for Yourself vs Others
  o Do people who make decisions for others (“outsiders”) make better decisions than people who make decisions for themselves (“insiders”), even when the insiders and outsiders have the same expertise and information?

• Leading by Example
  o Does paying managers to lead by example increase or decrease subordinates likelihood to follow the lead of their managers?

• Certainly Uncertain

• Aggregation Fallacy

Marketing

• Cultural Capital
  o Are individuals who feel incompetent more likely to choose high culture goods? Are those who feel inauthentic more likely to choose low culture goods?

• Price Perceptions
  o How does discounting luxury goods and services vs discounting non-luxury goods and services by the same amount affect consumer’s price image of the retailer? What are the reasons behind the consumer’s perception of a retailer who is willing to discount luxury goods and services?

• Experiential Consumptions
  o Do gift recipients who are highly invested in a relationship prefer to receive no gift or a low value gift?

• Negative Externalities & Luxury Appeal
  o Do people who desire status like luxury products MORE when the process of procuring the luxury good has caused destruction (i.e. negative externalities)? And if so, is this driven by a desire for social dominance?
- Framing Study
  - How does communicating product limitations to the consumer in explicit vs passive tones affect consumer’s reactions to and perceptions of the retailer? Does it impact their view of themselves? In which product domains is this type of communication relevant?

- Happiness & Time Perceptions
  - Are less happy people more likely to purchase products that have shorter (vs longer) consumption times than happier people, and if so, why?

Organization & Management
- Explaining Misbehaviors
  - How does stigma spread from one person to another (stigma by association)? Specifically, how does stigma by association work in families, where the notion of responsibility is more complicated, and how does this operate differently in different cultural environments?
- Evaluating an Assault Case
  - How does race effect individuals perceptions of guilt in sexual assault cases?