

CRAIG BRIMHALL

University of New South Wales
School of Management and Governance
Kensington Campus
UNSW Sydney, NSW 2025

email: c.brimhall@unsw.edu.au
website: craigbrimhall.com

EMPLOYMENT

Senior Lecturer, 2025–Present

School of Management and Governance
University of New South Wales

Postdoctoral Research Fellow, 2022–2025

Craig R. Fox Uncertainty Lab
Anderson School of Management
University of California, Los Angeles

EDUCATION

Ph.D., Management, 2022

David Eccles School of Business, University of Utah

Ed.M., Mind, Brain, and Education, 2015

Harvard Graduate School of Education

B.S., Finance, 2012

Utah Valley University

RESEARCH INTERESTS

Managerial decision making, talent identification and selection, motivation, behavioral policy

PUBLICATIONS

Hershfield, H.E, Brimhall, C.I, & Kerbel, S. (2025). “Exploring the distribution and correlates of future self-continuity in a large, nationally representative sample.” *Judgment and Decision Making*, 20(e9).

Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A. I., & Management Science Reproducibility Collaboration. (2024). “Reproducibility in Management Science.” *Management Science*, 70(3), 1343-1356. *Note : Part of the Management Science Reproducibility Collaboration

- Brimhall, C.I., Tannenbaum, D., & VanEpps, E.M. (2023). "Choosing more aggressive commitment contracts for others than for the self." *Judgment and Decision Making*. doi:10.1017/jdm.2023.1.
- Kamarainen, A.M., Metcalf, S., Grotzer, T.A., Brimhall, C.I., & Dede, C. (2016). "Atom tracker: Designing a mobile augmented reality experience to support instruction about cycles and conservation of matter in outdoor learning environments." *International Journal of Learning Design*.

UNDER REVIEW

- Tierney, W., Cyrus-Lai, W., Hoogeveen, S., Haaf, J. M., Landy, J. F., Hardy, J. H... Uhlmann, E. L. "Who respects an angry woman? A crowdsourced systematic reexamination of the relationships between gender, emotion expression, and status conferral." Revise and resubmit at *Psychological Science*.
- Hughey, J.M., Brimhall, C.I., Rapp, D.J., & Myers, C.G. "The heterogeneity of sensebreaking." Under review at *Academy of Management Journal*.
- Mason, K. A., Okst, K., Green, D., Willer, R., Druckman, J., Voelkel, J. G., ... & Vlasceanu, M. (2025). A Megastudy of Behavioral Interventions to Increase Voter Registration Ahead of the 2024 US Presidential Election. Under review at *Nature Human Behavior*.

SELECTED WORKS IN PROGRESS

- Brimhall, C.I "The microfoundations of superstitious learning in organizations."
- Brimhall, C.I, Coll, K.A, & Bonner, B.L. "Failure in groups: The value of observing other group members' failures on task learning and collective intelligence."
- Brimhall, C.I & Fox, C. "Streaks as a signal of skill: Evidence from Major League Baseball."
- Brimhall, C.I, Pearsall, S., Linder, J., Doctor, J., Goldstein, N., Meeker, D., Knight, T., & Fox, C. "What makes peer comparison feedback acceptable or aversive."
- Brimhall, C.I., & Tannenbaum, D. "Explaining the paradox of skill: Why more competence means more luck."
- Weber, M., Brimhall, C.I., & Fox, C. "Strike while the iron is hot: Sustaining consumer momentum and motivation in online settings."

OTHER PUBLICATIONS

- Heslin, P., & Brimhall, C.I. (2025, December 31) From resolution to reality: The power of your future self. *BusinessThink*. <https://www.businessthink.unsw.edu.au/articles/future-self-continuity-identity-motivation-behaviour-change>.
- Mayrath, M.C, Brimhall, C.I, Doxey, S., & Doxey, G. (2020). Implementing a skills accelerator to prepare students in Kenya for online-only bachelors and MBA programs that require MOOCs

- and ORE: A case study. In K. Zhang, C.J. Bonk, T.C. Reeves, & T.H. Reynolds (Eds.). *MOOCs and Open Education in the Global South: Challenges, Successes, and Opportunities*. NY: Routledge.
- Brimhall, C.I. (2020). The power of experiments. In H. S. Kim (Ed). *Rethinking Asia Volume 7*. Cambridge, MA: Acumen Publishing.
- Brimhall, C.I. (2020). Finding the silver lining in failure: How learning from failure can lead to success. In H. S. Kim (Ed). *Rethinking Asia Volume 6*. Cambridge, MA: Acumen Publishing

CHAIRED SYMPOSIA

- Brimhall, C.I. & Levin, J. (Co-Chairs, 2024). Evaluating competence in uncertain environments. Paper symposium presented at the 83rd Annual Conference of the Academy of Management.
- Accepted as a “Showcase Symposium” by the Conflict Management, Managerial and Organizational Cognition, and Organizational Behavior Divisions.
- Brimhall, C.I. & Massey, C. (Co-Chairs, 2024). Discerning signal in noisy environments. Paper symposium presented at the Behavioral Decision Research in Management conference.
- Brimhall, C.I. & Bogard, J. (Co-Chairs, 2022). Variants of uncertainty: How judgments of uncertainty impact decision making. Paper symposium presented at the Society for Personality and Social Psychology Annual Convention.
- Brimhall, C.I. & Kristal, A.S. (Co-Chairs, 2021). Leveraging commitment devices to improve motivation in the workplace. Paper symposium presented at the 81st Annual Conference of the Academy of Management.
- Nominated for “Best Symposium” by the Managerial and Organizational Cognition Division.

CONFERENCE PRESENTATIONS

What makes peer comparison feedback acceptable or aversive (Brimhall et al)

- *Society for Judgment and Decision Making*, Denver, CO (November 2025)

Sustaining consumer momentum and motivation in online settings (Weber, Brimhall, & Fox)

- *Society for Judgment and Decision Making*, Denver, CO (November 2025)
- *Association for Consumer Research*, Washington, DC (October 2025)

Streaks as a signal of skill: Evidence from Major League Baseball (Brimhall & Fox)

- *Behavioral Decision Research in Management*, Chicago, IL (June 2024)
- *Society for Judgment and Decision Making*, San Francisco, CA (November 2023)

Explaining the paradox of skill: When more competence means more luck (Brimhall & Tannenbaum)

- *Academy of Management Annual Meeting*, Chicago, IL (August 2024)
- *Behavioral Decision Research in Management*, Chicago, IL (June 2024)
- *Society for Judgment and Decision Making*, San Diego, CA (November 2022)
- *Society for Personality and Social Psychology*, San Francisco, CA. (February 2022)
- *Risk, Uncertainty, and Decisions*, Virtual. (November 2021)

The heterogeneity of sensebreaking (Hughey, Brimhall, Rapp, & Myers)

- *Academy of Management Annual Meeting*, Chicago, IL (August 2024)
- *Western Academy of Management*, Reno, NV (March 2023)
 - *Nominated for WAM 2023 Best Traditional Paper*

Choosing more aggressive commitment contracts for others than for the self (Brimhall, Tannenbaum, & VanEpps)

- *Society for Consumer Psychology Annual Conference*, Virtual (March, 2022)
- *Academy of Management Annual Meeting*, Virtual. (August 2021)
- *Behavioral Policy and Science Association Conference*, Virtual. (May 2021)
- *Society for Judgment and Decision Making Conference*, Virtual. (December 2020)

Failure in groups: The value of observing other group members' failures on task learning and collective intelligence (Brimhall, Coll, & Bonner)

- *Western Academy of Management*, Reno, NV (March 2023)
- *Interdisciplinary Network for Group Research*, Virtual. (October 2021)

Individual perceptions of failure predict persistence and information-seeking behavior (Brimhall, Meikle, & Graham)

- *Society for Personality and Social Psychology Conference*, Virtual (February 2021)

Saying no doesn't have to be so hard: Refusers overestimate the interpersonal consequences of saying no to non-promotable work (Sankaran, Brimhall, & Tannenbaum)

- *Academy of Management Annual Meeting*, Virtual. (July 2020)
- *International Association of Conflict Management Conference*, Virtual. (June 2020)

Here's a badge: A theory-driven approach to understanding gamification in organizations (Bain, Coll, Brimhall, Talbot, Shannahan, & Bonner)

- *Academy of Management Annual Conference*, Boston, MA. (August 2019)

Comparative ignorance and curiosity: Does knowing other people already possess relevant information increase curiosity? (Brimhall, Tannenbaum, & VanEpps)

- *Society for Judgment and Decision Making Conference*, New Orleans, LA. (November 2018)

Meta researchers: Investigating the efficacy of research schools international on training impactful researchers (Brimhall)

- *Research Schools International Conference*, Cambridge, MA. (May 2015)

INVITED TALKS

University of New South Wales, School of Management and Governance, 2024

Melbourne Business School, 2023

University of Chicago Booth, Department of Marketing, 2022

University of Nevada – Reno, College of Business, Department of Management, 2022

TEACHING

Instructor

David Eccles School of Business, University of Utah

BUS 3995: Business Scholars: Seminar on Leadership (in-person, Fall 2021 to Spring 2022)

MGT 3680: Humans in Organizations (online, Spring 2021)

Rating: 5.8/6.0

- Awarded the David Eccles School of Business Doctoral Student Teaching Excellence Award Management Department

Ph.D. Introduction: Ethics in Research (in-person, Fall 2021)

College of Humanities and Social Sciences, Utah Technical University

SSC 1020: Study Skills and College Success (in-person, Fall 2017)

Rating: 4.9/5.0

Center for Asia Leadership – Executive Education

The Power of Experiments for Organizations (online workshop, October 2020)

Creating Value through Design Thinking (in-person workshop, January 2020)

Unlocking the Diversity Code (in-person workshop, August 2017)

Teaching Assistant

David Eccles School of Business, University of Utah

MGT 3680: Humans in Organizations

MGT 6051: Managing and Leading in Organizations (MBA)

TEACHING INTERESTS

Organizational behavior, managerial decision making, selection and recruitment, development and training, negotiations, research methods

AWARDS AND GRANTS

Morrison Center for Marketing and Data Analytics 2024 Research Grant

Western Academy of Management 2023 Best Traditional Paper Nominee

Managerial and Organizational Division's 2021 AOM "Best Symposium" Nominee

David Eccles School of Business 2021 Doctoral Student Teaching Excellence Award Management Department

Eccles Behavioral Research Seed Grant, 2020: Choosing commitment: Decision makers select effective self-control strategies for others but not for themselves

SERVICE

Conference Reviewer for: Academy of Management, Society for Judgment and Decision Making, Society for Consumer Psychology, Society for Personality and Social Psychology, Interdisciplinary Network for Group Research

Mentor doctoral and predoctoral students in the Craig R. Fox Uncertainty Lab

Create bi-weekly behavioral science newsletter for the Behavioral Science & Policy Association

Organized monthly working groups of faculty and students from universities across the world for the Theoretical Organizational Models Society (2020-2021)

Co-organized bi-monthly PhD research seminar for students at the University of Utah (2018-2019)

Press & Media

- New Years Resolution; *Monday Drive – Eastside Radio 99.7* (2 Feb 2026)
- You 2.0: Your Future is Now; *Hidden Brain* (14 Aug 2023)

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM); Behavioral Decision Research in Management (BDRM); Society for Judgment and Decision-Making (SJDM); Edward R. Roybal Institute on Aging; Society for Personality and Social Psychology (SPSP)

PROFESSIONAL EXPERIENCE

Center for Asia Leadership – Teaching Fellow, 2017–2020

Knod – Managing Director of Learner Engagement, 2016–2017

Openbox Design – Education Specialist, 2015–2016

Major League Baseball International – Finance and Operations Director, 2012–2013