

LONG WANG
MANAGEMENT & ORGANIZATIONS
KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY
2001 SHERIDAN ROAD, EVANSTON IL 60208-2001
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EDUCATION

Ph. D. in Management and Organizations, Kellogg School of Management, Northwestern University, expected 2011.

Masters of Industrial and Labor Relations, School of Industrial and Labor Relations, Cornell University, January 2005.

Masters of Arts in International Studies, University of South Carolina, August 2003.

Bachelor of Economics, Nankai University, Tianjin, China, June 1998.

DISSERTATION

Creative Evil vs. Moral Soul: The Dark Side of Creativity

- ***Winner of the 6th annual Excellence in Ethics Dissertation Proposal Competition.***

Using both archival and experimental data, my dissertation investigates how creativity can lead to highly creative but unethical decisions. Ethical decision making, which is often influenced by intrinsic ethical values (Etzioni, 1988) and moral rules and principles (Kant, 1785; Aquinas, 1947; Mabbott, 1953; Turiel, 1983), is consistent with diminished divergent thinking. Creativity, however, is squarely rooted in cognitive flexibility and divergent thinking (Amabile, 1983; Runco, 2002). The potential conflict between the two suggests that creativity can lead to a relaxation of ethical standards, especially when self interest is activated. Study 1 uses a variety of matched news stories to demonstrate that people view using loopholes as both creative and unethical. Studies 2 and 3 show that, after creativity priming, individuals creatively cheated by taking advantage of task-systemic loopholes. Study 4 suggests that divergent thinking, one of the key mechanisms of creativity, has a similar negative effect. Study 5 and Study 6 suggest that creativity also biases people's ethical perceptions and judgments: after creativity priming, people tended to view others' creative, yet unethical decisions more positively. Finally, Study 7 suggests that surveillance may not effectively curb creative, unethical decisions because creativity-primed individuals not only detect the loopholes but justify their decisions creatively as well. Thus, punishment may not help reduce creative deception; instead, it may even magnify creativity's negative effects. Upcoming studies will investigate ways to mitigate or reduce these negative effects, and use a collection of field and cross-cultural data to test for these effects in other corporate and professional domains.

REFERRED PUBLICATIONS AND INVITED PAPERS

Wang, L. (2009). Money and Fame: Vividness Effects in the National Basketball Association. *Journal of Behavioral Decision Making*, 22, 20-44.

- An early version of the paper won ***the Best Paper with Outstanding Practical Implications Award***, OB Division, Academy of Management 2008.
- A shorter version of the paper was published in the *Academy of Management Best paper Proceedings*, 2008.

Wang, L. & Murnighan, J. K. (2011). On Greed. (To be submitted by October 15th, 2010). Invited chapter, for Brief, A. & Walsh, J. (Eds.), *The Academy of Management Annals*.

MANUSCRIPTS: WORKING OR SUBMITTED FOR PUBLICATIONS

Wang, L. & Murnighan, J. K. (2010). The Generalist Bias: Rewarding and Selecting Masters of One to Be Jacks-of-All-Trades. Under Review, *Organization Science*.

- An earlier version of the paper was published in the *Academy of Management Best Paper Proceedings*, 2008.

Wang, L. & Murnighan, J. K. (2010). Awards and The Agency problem in the National Basketball Association (NBA). Under Review, *Administrative Science Quarterly*.

Gunia, B, **Wang, L.**, Wang J-W., Huang, L. & Murnighan, J. K. (2010) Conversations versus Contemplation: Social and Individual Influences in the Process of Ethical Decision Making. Under 2nd round review, *Academy of Management Journal*.

Wang, L, Malhotra, D. & Murnighan, J. K. (2010). Economics Education and Greed. 2nd Revise & Resubmit, *Academy of Management Learning and Education*.

- Top 10 SSRN Negotiations & Dispute Resolution Network Downloads
- Top 10 SSRN Behavioral & Experimental Economics Downloads
- Top 10 SSRN Economics Educator: Courses, Cases & Teaching Downloads

Wang, L. & Murnighan, J. K. The dynamics of greed (In final revision process; to be submitted to *Administrative Science Quarterly*).

Sivanathan, N., **Wang, L.**, Huang, L. & Murnighan, J, K. Trust, Agency, and the Critical Importance of Social Comparisons. (In final revision process; to be submitted to *Administrative Science Quarterly*).

Wang, L. The Dark Side of Creativity. Dissertation under revision (Seven studies completed. First two chapters to be submitted to the *Academy of Management Journal*).

Wang, L. & Murnighan, J. K. The Ethical and Social Consequences of a Calculative Mindset (Draft in revision, Targeted for *Science*).

Wang, L. & Murnighan, J. K. Money, Ethics, and Emotions Across Countries (Draft in revision, Targeted for *Academy of Management Journal*).

Wang, L. & Murnighan, J. K. Emotions and Ethics. (Draft in revision, Targeted for *Academy of Management Review*).

Wang, L. & Murnighan, J. K. Competition, Attitudes, and Ethical Behavior (Draft in revision, Targeted for *Journal of Applied Psychology*).

Wang, L. Cultural Integration of Foreign Values in China's Foreign Companies: An Empirical Study of Organizational Acculturation in Foreign Business Operations. Draft in revision.

RESEARCH IN PROGRESS

Wang, L. Creativity Evaluations and Justifications in Ethical Decision-making (Draft in revision, Second Chapter of Dissertation, Targeted for *Journal of Applied Psychology*).

Wang, L. & Murnighan, J. K. The Sense of Emotions: A synthetic emotional model of decision making (Three studies completed).

Wang, L. & Murnighan, J. K. Guilt and Immorality (Two studies completed; funded by Zell Center for Risk Research).

Wang, L. & Murnighan, J. K. Organizational Culture and Greed (Data collection is ongoing).

Wang, L. & Murnighan, J. K. Greed: consumption, power and status (Data collection is ongoing).

Wang, L. & Murnighan, J. K. Deal or No Deal: The inconsistency of risk taking in monetary decision making (Data collected; now being coded).

Wang, L. Isen, A. M., & Murnighan, J. K. The influence of positive affect on ethical decision making (One study completed; funded by Zell Center for Risk Research).

Wang, L. & Brett, J. M. Eastern-Western confrontation styles in face-to-face and anonymous contexts (Data collection is ongoing).

Wang, L., Wang, J.-W., & Brett, J. M. Long-Term Agreement? Negotiators' Intertemporal Choices in the Gain-loss Asymmetry (One study completed).

Huang, L., Wang, L., Budescu, D., Moyer, J., & Murnighan, J. K. The Effects of Others' Payoffs, Negative and Positive, on a Person's Own Dilemma Choices (Data collected).

Wang, L. The Flying Geese Theory of Industrial Development in East Asia: Still Applicable or Losing Ground? Draft in revision.

RESEARCH IN PREPARATION

Wang, L. & Murnighan, J. K. Cheating makes you smart: An evolutionary perspective on deception and cognitive sophistication (Funded by Zell Center for Risk Research)

Wang, L. Whose creativity is this: a principal-agent-audience perspective?

Wang, L. & Brett, J. M. Cultural norms of corporate gift giving

Wang, L. Cross-cultural drinking norms in business relationships

REFERRED PRESENTATIONS

Wang, L., & Murnighan, J. K. (2010). Money, Life satisfaction, and Ethics Across Countries. Poster to be presented at the Society of Judgment and Decision Making 2010 Annual Conference. St. Louis, MO.

Wang, L. & Murnighan, J. K. (2009). Your Feeling vs. Mine: The Cognitive Meanings of Emotion Matter. Poster presented at the Society of Judgment and Decision Making 2009 Annual Conference. Boston, MA.

Wang, L & Murnighan, J. K. (2009). Economics and Greed. Paper presented at the 2009 International Association of Conflict Management (IACM) Annual Conference. Kyoto, Japan.

Wang, L. (2008) Immorality from Guilt in Ethical Decision Making: overdo and overcorrection. Poster presented at the Society of Judgment and Decision Making 2008 Annual Conference. Chicago, IL.

Wang, L. (2008). Money and Fame: Vividness Effects in the National Basketball Association. Academy of Management meetings, Anaheim, CA. USA. **Best Paper, Outstanding Practical Implications Award**, OB Division, Academy of Management 2008. **Published in Best paper proceedings.**

Wang, L. (2008) On the Folly of Rewarding A+, While Only Needing A: The Tradeoff between Jacks of All Trades and Masters of One. Academy of Management meetings, Anaheim, CA. USA. **Published in Best paper proceedings.**

Gunia, B, Wang, L, Wang, J-W., Huang, L. & Murnighan, J. K. (2008). Contemplation and Conversation: Individual and Social Influences on Ethical Decision Making. Academy of Management meetings, Anaheim, CA. USA.

Wang, L., Wang, J-W., Brett, J. M. (2008). Why Long-Term Agreement? Negotiators' Intertemporal Choices in the Gain-loss Asymmetry. International Association of Conflict Management (IACM), Chicago, USA.

Wang, L. (2008). The Bright and Dark Sides of Creativity. Poster, Behavioral Decision Making in Management (BDRM) Conference, La Jolla, California.

Wang, L, Brett, J. & Murnighan, J. K. (2007) On the Folly of Rewarding A+, While Only Needing A: The Tradeoff between Jacks of All Trades and Masters of One. Poster, Society of Judgment and Decision Making Annual Conference. Long Beach, CA.

Wang, L. (2007). Vividness Effects in the National Basketball Association. Poster, Society of Judgment and Decision Making Annual Conference. Long Beach, CA.

Sivanathan, N., Wang, L., Huang, L. & Murnighan, J, K (2007). Complete vs. Partial Trust: Consequences and Currencies. International Conference on Social Dilemmas, Seattle, Washington.

Gunia, B, Wang L, Wang J., Huang, L. & Murnigha, J. K. (2007). Conversations versus Contemplation: Social and Individual Influences in the Process of Ethical Decision Making. Paper presented in the 12th International Conference on Social Dilemmas, Seattle, Washington.

Huang, L., Wang, L. & Murnighan, J. K. (2007). Losses, Gains, and Dilemmas: Empathic Cooperation vs. Destructive Competition. Poster, International Conference on Social Dilemmas, Seattle, Washington.

Wang, L. (2007). Vividness Effects in the National Basketball Association. Annual Trans-Atlantic Doctoral Conference. London Business School, London, UK.

Wang L. (2006). Cultural Integration of Foreign Values in China's Foreign Companies: An Empirical Study of Organizational Acculturation in Foreign Business Operations. International Association of Conflict Management (IACM), Montreal, Canada.

TEACHING EXPERIENCE

Kellogg School of Management

Course taught (Sole instructor) 2008-present

- Cross-Cultural Negotiations (INTL 474) Lecturer, Scheduled for Winter & Spring, 2011, Spring, 2010; Fall, 2009; Spring 2009; Summer, 2008; Overall Evaluation: 8.3 (out of 10)

Teaching Assistant

- International Executive MBA (IEMBA), Prof. Jeanne M. Brett & Prof. Leigh Thompson, Summer, 2010, 2009 & 2008.
- Cross-Cultural Negotiations, Prof. Jeanne M. Brett, Fall 2010 & 2009, Winter 2009; Fall & Winter 2008; Fall, 2007
- Cross-Cultural Negotiations, Prof. Chris Bauman, Spring 2008
- Leadership in Organizations, Prof. Katherine Phillips. Fall, 2008 (preterms); Winter, 2007.
- Leadership in Organizations, Prof. Loran Nordgren. Fall, 2008.
- Leadership in Organizations, Prof. Robert Livingston. Winter, 2009; Winter, 2008.
- Leading and Managing Teams, Prof. Zoe Kinias, Spring 2008.
- Bargaining, Prof. J. Keith Murnighan. Winter, 2006

AWARDS AND FELLOWSHIPS

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| • Winner of the 6 th annual Excellence in Ethics: Dissertation Proposal Competition | 2010 |
| • Best Paper with Outstanding Practical Implications Award, OB Division, AOM | 2008 |
| • Best Paper Proceedings, Academy of Management Meetings | 2008 |
| • Kellogg Fellowship | 2005-present |
| • Research Grant, The Zell Center for Risk Research | 2008- |
| • DRRC Research & Travel Grant | 2006-Present |
| • IACM Student Travel Scholarship | 2009 |
| • IACMR Student Travel Scholarship | 2008 |
| • CAHRS and ILR Graduate office Student Grant | 2004 |
| • The Strom Thurmond International Studies Fellowship | 2002-03 |
| • Merit-based Research and Teaching assistantships | 2001-03 |
| • U.S. Foreign Policy Colloquium Travel Scholarship | 2003 |
| • Nankai University Academic Excellence Scholarship Awards | 1994-97 |

ACADEMIC SERVICE

Ad hoc reviewer:

Journal of Behavioral Decision Making

Academy of Management Journal

Academy of Management Conference: OB Division 2007 - Present

Academy of Management Conference: CM Division 2007 - Present

Administration:

PhD Admissions Committee, Kellogg School, Northwestern University, 2006 -2008
PhD student Committee, Kellogg School, Northwestern University, 2005-2008

Professional Associations, Member

- Academy of Management 2006-
- Society of Judgment and Decision Making 2007-
- International Association of Conflict Management 2008-

REFERENCES

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