

ILANA BRODY, PH.D.

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EDUCATION

University of California, Los Angeles, Anderson School of Management 2026
Ph.D., Behavioral Decision Making

University of Virginia, College of Arts and Sciences 2017
B.A., Psychology and Economics, *High Distinction*

RESEARCH INTERESTS

Decision making, behavior change, motivation, inequality, public policy, heterogeneity, field experiments

PUBLICATIONS

[†] Denotes equal authorship

Brody, I.[†], Dai, H.[†], Saccardo, S.[†], Milkman, K. L., Duckworth, A. L., Patel, M. S., & Gromet, D. M. (2026). Targeting Behavioral Interventions Based on Past Behavior: Evidence from Vaccine Uptake. *Organizational Behavior and Human Decision Processes*, 192, 104465.

Duckworth, A., et al. [incl. **Brody, I.**] (2025). A National Megastudy Shows That Email Nudges to Elementary School Teachers Boost Student Math Achievement, Particularly When Personalized. *Proceedings of the National Academy of Sciences*, 122(13), e2418616122.

Brody, I., Saccardo, S., & Dai, H. (2024). One Size Does Not Fit All: Behavioral Interventions to Promote Vaccination. Costa-Font, J. & Galizzi, M. (Eds.), *Behavioural Economics and Policy for Pandemics: Insights from Responses to COVID-19* (pp. 148-190). Cambridge University Press.

Milkman, K., et al. [incl. **Brody, I.**] (2022). A 680,000-person Megastudy of Nudges to Encourage Vaccination in Pharmacies. *Proceedings of the National Academy of Sciences*, 119(6), e2115126119.

WORKING PAPERS

Brody, I., Dai, H., Zhang, H., Zhang, D., & Li, X. The Spillover Effects of Customer No-Shows: An Attributional Model. *Reject & Resubmit to Organizational Behavior and Human Decision Processes*.

Brody, I., Dai, H., Gallus, J., & Koutmeridou, K. From Warm Glow to Cold Chill: The Effect of Choice Framing on Donations. *Working Paper*.

- Best Paper Award Winner, 2024 Academy of Management MOC Division
- Designated a Top Paper in the 2024 Academy of Management Meeting program
- Best Poster Award Winner, 2022 Society for Judgment and Decision Making

Brody, I., Wu, S. J., Caruso, H. M., Caruso, E. M., Bianco, S., Donatello, R., Valdivia-Perez, G., Kunst, A. R. R., & Gonzales, A. Nourishing Community: Interdependence Appeals Promote Help Acceptance. *Working Paper*.

SELECTED RESEARCH IN PROGRESS

Brody, I., Dai, H., Gallus, J., Leuchter, R., Reiff, J., Saccardo, S., & UCLA Health Department of Medicine. Voiced and Valued: How Attributing Change to Employee Voice Affects Attitudes and Behavior. *Manuscript in preparation.*

- Led full-cycle field research, including a field experiment with 230 physicians to study the impact of voice implementation on attitudes and behaviors within an incentive program

Brody, I., & Wu, S. J. Changing Effort-Based Attributions for Poverty to Promote Welfare. *Data collection in progress.*

- Conducted surveys (N=701) to apply a stereotype content model approach to diagnose perceptions of social groups in poverty, and tested related interventions (N=3,102)

HONORS AND AWARDS

2025	Organization Science/INFORMS Dissertation Competition Finalist
2025	University of California, Los Angeles Dissertation Year Award (\$30,000)
2025	RRBM Dare to Care Dissertation Scholarship Award (\$10,000)
2025	Fox CARD-Ipsos Dissertation Proposal Award, Honorable Mention
2025	Iris Cantor-UCLA Women's Health Center, Jan R. Cloyde Legacy Travel Award (\$1,500)
2025	Mack Lipkin Award Finalist from the Society for General Internal Medicine
2025	Best Reviewer Award from the Academy of Management (AOM) MOC and OB Divisions
2025	AOM Organizational Behavior Doctoral Consortium Fellow
2025	Organization Science Winter Conference Doctoral Consortium Fellow
2024	Best Paper Award from the AOM MOC Division
2024	Top Paper Designation in the AOM Annual Meeting Program
2022	Best Poster Award from the Society for Judgment and Decision Making
2020	Harvard Behavioral Insights Group Doctoral Consortium Fellow
2017	Undergraduate Distinguished Majors Program Thesis Recognition in Psychology
2014-2016	Undergraduate College Science Scholar and Echols Scholar Academic Recognition

GRANTS

Behavioral Interventions Scholars Grant, U.S. Dept. of Health & Human Services <i>The Effects of Agency Frames on Resource Allocation: Moral Motives for Giving and Receiving Aid</i> , Principal Investigator (\$50,000)	2023 – 2025
National Science Foundation, Social Science Research Council <i>An Intention-Action Framework for Improving the Impact of Public Health Initiatives</i> , Student Investigator (\$597,480)	2023 – 2025
National Science Foundation, Convergence Accelerator <i>Increasing Food Benefits Take-Up and Healthy Food Consumption Among Underserved Populations</i> , Student Investigator (\$750,000)	2022 – 2023
UCLA Morrison Center for Marketing & Data Analytics <i>Leveraging Past Adversity to Increase Academic Success</i> , Co-PI (\$5,000) <i>Cold Chill: Choice Avoidance in Charitable Donations</i> , Co-PI (\$5,000) <i>The Impact of Policy Framing on Poverty Narratives</i> , Co-PI (\$2,565) <i>Leveraging Past Adversity to Increase Vaccination Behavior</i> , Co-PI (\$5,000) <i>Rationalization Reduction: Interventions to Promote Moral Action</i> , Co-PI (\$2,600)	2021 – 2023

UVA Harrison Undergraduate Research Grant

2016 – 2017

The Effect of Temporal Boundaries and Immediate Rewards on Goal Initiation Expectations, Co-PI (\$3,000)**CONFERENCE PRESENTATIONS**

Oral Presentations

Nourishing Community: Interdependence Appeals Promote Help Acceptance

- Academy of Management Annual Convention. Copenhagen, Denmark. 2025.
- Society for the Science of Motivation Annual Meeting. Washington, D.C. 2025.
- Judgment and Decision Making Preconference, SPSP. Denver, CO. 2025.
- Society for Judgment and Decision Making Annual Conference. New York, NY. 2024.
- Academy of Management Annual Convention. Chicago, IL. 2024.
- Behavioral Science and Policy Association Annual Conference. Virtual. 2024.
- Research and Evaluation Conference on Self-Sufficiency. Washington, D.C. 2024.

Voiced and Valued: How Attributing Change to Employee Voice Affects Attitudes and Behavior

- Academy of Management Annual Convention. Copenhagen, Denmark. 2025.
- International Association for Conflict Management. Burlington, VT. 2025.
- Society of General Internal Medicine Annual Meeting. Hollywood, FL. 2025.
- Behavioral Science and Policy Association Annual Conference. Virtual. 2025.
- Organization Science Winter Conference. Los Angeles, CA. 2025.
- CHIBE Behavioral Science and Health Symposium. Philadelphia, PA. 2024.

From Warm Glow to Cold Chill: The Effect of Choice Framing on Donations

- Academy of Management Annual Convention. Chicago, IL. 2024.
- International Association for Conflict Management. Singapore. 2024.
- Society for Personality and Social Psychology Annual Convention. San Diego, CA. 2024.
- Society for Judgment and Decision Making Annual Conference. San Francisco, CA. 2023.
- Academy of Management Annual Convention. Boston, MA. 2023.
- Academy of Management Annual Convention. Seattle, WA. 2022.
- Judgment and Decision Making Preconference, SPSP. San Francisco, CA. 2022.

Targeting Behavioral Interventions Based on Past Behavior: Evidence from Vaccine Uptake

- Society for Judgment and Decision Making Annual Conference. Denver, CO. 2025.
- Academy of Management Annual Convention. Boston, MA. 2023.
- Society for Personality and Social Psychology Annual Convention. Atlanta, GA. 2023.
- Intervention Science Preconference, SPSP. Atlanta, GA. 2023.
- CHIBE Behavioral Science and Health Symposium. Philadelphia, PA. 2022.
- Association for Psychological Science Annual Convention. Chicago, IL. 2022.

Delivering Comparison Information to Teachers Increases Goal Pursuit for Students

- Academy of Management Annual Convention. Boston, MA. 2023.
- Society for the Science of Motivation Annual Meeting. Washington, D.C. 2023.
- Association for Psychological Science Annual Convention. Washington, D.C. 2023.

Perceived Opportunity Scarcity

- Society for Personality and Social Psychology Annual Convention. San Francisco, CA. 2022.

Applying Behavioral Science to Financial Aid Challenges and Opportunities

- Student Financial Aid Research Network Annual Conference. Atlanta, GA. 2019.

Poster Presentations

Nourishing Community: Interdependence Appeals Promote Help Acceptance

- Intervention Science Preconference, SPSP. San Diego, CA. 2024.

Targeting Behavioral Interventions Based on Past Behavior: Evidence from Vaccine Uptake

- Society for Judgment and Decision Making. San Diego, CA. 2022.
- Society for the Science of Motivation. Chicago, IL. 2022.
- Association for Psychological Science. Chicago, IL. 2022.
- Intervention Science Preconference, SPSP. Virtual. 2022.

From Warm Glow to Cold Chill: The Effect of Choice Framing on Donations

- Society for Judgment and Decision Making Annual Conference. Virtual. 2022.

The Effect of Temporal Boundaries and Immediate Rewards on Goal Initiation Intentions

- Undergraduate Research Network Symposium. Charlottesville, VA. 2017.
- L. Sterling Reid Undergraduate Psychology Conference. Charlottesville, VA. 2017.

CHAired SYMPOSIA

Confronting Descriptive-Prescriptive Paradoxes in the Pursuit of Equity, Justice, and Knowledge. Academy of Management Annual Convention. Copenhagen, Denmark. 2025.

Perceptions of Communication: Implications for Justice, Trust, Mentorship, and Belonging. Academy of Management Annual Convention. Copenhagen, Denmark. 2025.

The Role of Justification in Organizational and Interpersonal Communication. International Association for Conflict Management Annual Conference. Burlington, VT. 2025.

Challenges and Opportunities for Organizations to Increase Representation. (Symposium Co-Chair with Jose Cervantez). Academy of Management Annual Convention. Chicago, IL. 2024.

The Effect of Humanizing Inequality Reduction on Resource Allocation. Society for Personality and Social Psychology Annual Convention. San Diego, CA. 2024.

Scalability and Heterogeneity: Targeting Interventions to Maximize Social Impact. Academy of Management Annual Convention. Boston, MA. 2023.

The Effects of Norm Information on Motivation: Evidence from Three Field Experiments. Society for the Science of Motivation Annual Meeting. Washington, D.C. 2023.

The Effects of Norm Information on Motivation: Evidence from Three Field Experiments. Association for Psychological Science Annual Convention. Washington, D.C. 2023.

Behavioral Consequences of Scarcity: An Interdisciplinary Perspective. (Symposium Co-Chair with Sherry Jueyu Wu). Society for Personality and Social Psychology Annual Convention. San Francisco, CA. 2022.

INVITED TALKS

University at Albany, Massry School of Business	2025
Georgia Institute of Technology, Scheller College of Business	2025
WashU St. Louis, Olin School of Business	2025
University of California, San Diego, Rady School of Management	2025
Temple University, Fox School of Business, CARD-Ipsos Dissertation Award Webinar	2025
MDRC Center for Applied Behavioral Science	2024

TEACHING EXPERIENCE

Organizational Behavior, Executive MBA, Anderson School of Management, UCLA <i>Course Assistant</i>	2025
Business Ethics, MBA, Anderson School of Management, UCLA <i>Guest Instructor</i> Lecture evaluation average: 4.91 out of 5	2024
Core Marketing, MBA, Anderson School of Management, UCLA <i>Teaching Assistant</i>	2022
Leadership Foundations, MBA, Anderson School of Management, UCLA <i>Teaching Assistant</i>	2021
Introduction to Social Psychology, Undergraduate Level, University of Virginia <i>Secondary Teaching Instructor</i>	2017
Research Methods and Data Analysis, Undergraduate Level, University of Virginia <i>Peer tutor</i>	2015–2016

PROFESSIONAL SERVICE

2025	Ad Hoc Reviewer, Nature Communications
2025	Ad Hoc Reviewer, Scientific Reports
2024	Ad Hoc Reviewer, Journal of Health Economics
2024	Conference Submission Reviewer, Society of Personality and Social Psychology
2023-2025	Conference Submission Reviewer, International Association for Conflict Management
2023-2025	Conference Submission Reviewer, Academy of Management, CM, MOC, and OB Divisions
2023	Student Speaker, Anderson School of Management Annual PhD Welcome Event
2022-2023	Student Coordinator, Anderson School of Management Behavioral Admitted Students Day
2020	Ad Hoc Reviewer, Pew Charitable Trusts

MEDIA COVERAGE

Fried, C. (2026, March). Beyond One-Size-Fits-All Nudges. *UCLA Anderson Review*. [[Link](#)]

Fried, C. (2025, May). Nudging Teachers, in a Large Field Study, Marginally Boosted Student Math Performance. *UCLA Anderson Review*. [[Link](#)]

Fuchs, M. (2025, January). The Motivational Trick That Makes You Exercise Harder. *Time Magazine*. [[Link](#)]

Arellano, J. & Bonmatí, M. P. (2024, September). La ciencia detrás de la solidaridad: tres estrategias conductuales que impactan en la decisión de donar. *BeWay Consulting*. LinkedIn. [[Link](#)]

Schulman, K. (2024, August). Is the ask for a what or who? *The Agitator*. DonorVoice. [[Link](#)]

POPULAR PRESS AND COMMENTARIES

Hershfield, H. & **Brody, I.** (2021, January). How Elvis Got Americans to Accept the Polio Vaccine. *Scientific American*. [scientificamerican.com/article/how-elvis-got-americans-to-accept-the-polio-vaccine/](https://www.scientificamerican.com/article/how-elvis-got-americans-to-accept-the-polio-vaccine/)

Anzelone, C., Marano, E., & **Brody, I.** (2020, May). Behavioral Strategies to Increase Access to Child Care. *MDRC*. [mdrc.org/work/publications/behavioral-science-strategies-increase-access-child-care](https://www.mdrc.org/work/publications/behavioral-science-strategies-increase-access-child-care)

MDRC. (2020, May). Five Evidence-Based Behavioral Science Practices for Social Services Agencies During COVID-19. *American Public Human Services Association*. aphsa.org/APHSABlog/COVID-19/five-evidence-based-practices-for-social-services-during-covid-19.aspx

Brody, I. & Balu, R. (2020, May). Getting Your Message Across with the Effective Communications Checklist. *MDRC*. [mdrc.org/getting-your-message-across-effective-communications-checklist](https://www.mdrc.org/getting-your-message-across-effective-communications-checklist)

Brody, I. (2019, November). Show, Don't Tell, Part 2: Strategies for Creating Nudges through Program Design. *MDRC*. [mdrc.org/work/publications/show-dont-tell-part-2](https://www.mdrc.org/work/publications/show-dont-tell-part-2)

Brody, I. (2019, October). Show, Don't Tell, Part 1: Using Nudges to Reach Program Goals. *MDRC*. [mdrc.org/publication/show-don-t-tell](https://www.mdrc.org/publication/show-don-t-tell)

Brody, I. (2018, January). New Year's Resolutions: Why We Make Them and How to Keep Them. *The Decision Lab*. thedecisionlab.com/insights/health/new-years-resolutions-make-keep

Brody, I. (2017, November). Texting Our Way to the Polls, Three Friends at a Time. *The Decision Lab*. thedecisionlab.com/insights/policy/texting-way-polls-three-friends-time

Converse, B. A. & **Brody, I.** (2017, January). Why We Expect So Much from Ourselves "Next Year". *University of Virginia Alumni, Parents, & Friends*. engagement.virginia.edu/learn/2017/01/13/temporal-boundaries

POLICY REPORTS

Martin, C., Gilbert, B., Teles, D., Theodos, B., Daniels, R., Srin, T., DuBois, N., **Brody, I.**, & Stacy, C. (2021, January). Housing Recovery and CDBG-DR. *Office of Policy Development and Research, U.S. Department of Housing and Urban Development*.

Katz, M., Oneto, A. D., **Brody, I.**, & Bogle, M. (2018, September). An Annotated List of Promise Neighborhoods Resources. *Urban Institute*. [urban.org/research/publication/annotated-list-promise-neighborhoods-resources](https://www.urban.org/research/publication/annotated-list-promise-neighborhoods-resources)

SELECTED PROFESSIONAL EXPERIENCE

MDRC, Center for Applied Behavioral Science, New York, NY <i>Research Assistant II</i>	2018–2020
The Urban Institute, Metropolitan Housing and Communities Policy Center, Washington, D.C. <i>Research Assistant</i>	2017–2018
Social Behavior and Decision Lab, University of Virginia, Charlottesville, VA Dr. Benjamin A. Converse <i>Undergraduate Lab Coordinator</i>	2015–2017
<i>Research Assistant</i>	2014–2015

Organizational Behavior and Climate Research, University of Virginia, Charlottesville, VA
Dr. Thomas Bateman and Dr. Kieran O'Connor
Research Assistant

2015–2017

American Psychological Association, Washington, D.C.
Public Interest Intern

2013–2014

PROFESSIONAL EDUCATION PRESENTATIONS

Workshops

- Behavioral Economics in Workforce Development: Sprinting Like a Behavioral Scientist. (With Emily Marano and Clinton Key). Pittsburgh, PA. 2019.
- Behavioral Economics in Workforce Development: Talking Like a Behavioral Scientist. (With Emily Marano and Clinton Key). Pittsburgh, PA. 2019.
- Behavioral Economics in Workforce Development: Thinking Like a Behavioral Scientist. (With Emily Marano and Clinton Key). Pittsburgh, PA. 2019.
- Behavioral Science Workshop: Student Success Initiative. Los Angeles Community College District. (With Justine Yu and Michelle Ware). Los Angeles, CA. 2019.
- Using Behavioral Insights to Enhance Text Message Nudges. Action Design Network. (With Justine Yu and Rachael Metz). New York, NY. 2019.
- Using Behavioral Insights to Enhance Text Message Nudges. Behavioral Science Affinity Group, MDRC. New York, NY. 2018.

Webinars

- Behavioral Science in Postsecondary Education: Student Success Initiative, Los Angeles Community College District. (With Andrea Vasquez). 2019.
- Behavioral Science 101. Behavioral Interventions to Advance Self-Sufficiency–Next Generation Learning Community. (With Rebecca Schwartz and Jonathan Vayness). 2018.

PROFESSIONAL AFFILIATIONS

- Academy of Management (AOM) MOC and OB Divisions
- International Association for Conflict Management (IACM)
- Society for Judgment and Decision Making (SJDM)
- Society for Personality and Social Psychology (SPSP)
- Society for the Science of Motivation (SSM)
- Behavioral Science and Policy Association (BSPA)