

# CRAIG BRIMHALL

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## EMPLOYMENT

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### **Postdoctoral Research Fellow, 2022 – present**

Leonard D. Schaeffer Center for Health Policy and Economics  
University of Southern California

## EDUCATION

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### **Ph.D., Management, 2022**

David Eccles School of Business, University of Utah

Dissertation: Chasing Fictitious Variation: Random Outcomes are Misattributed to Skill in Competitive Environments

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

Harvard Graduate School of Education

### **B.S., Finance, 2012**

Utah Valley University

## RESEARCH INTERESTS

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Attributions of skill and luck, learning from experience, judgment and decision making, motivation

## PUBLICATIONS

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Brimhall, C., 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.

## WORKING PAPERS

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\*Brimhall, C., \*Nair, N., VanEpps, E.M., & Bitterly, T.B. “We’re not all in this together: Using empathy-based advertisements during a crisis.” (Manuscript in preparation for submission). Targeted for *Journal of Consumer Psychology*.

Hughey, J.M., Brimhall, C., Rapp, D.J., & Myers, C.G. “Changing, changing, changing: Examining knowledge transfer under conditions of epistemic instability.” (Manuscript in preparation for submission). Targeted for *Administrative Science Quarterly*.

Brimhall, C. “The microfoundations of superstitious learning in organizations.” (Manuscript in preparation for submission). Targeted for *Organizational Theory*.

## **SELECTED WORKS IN PROGRESS**

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Brimhall, C., & Tannenbaum, D., “Chasing fictitious variation: Random outcomes are misattributed to skill in competitive environments.” (Five studies completed). Targeted for *Management Science*.

Brimhall, C., Coll, K.A., & Bonner, B.L. “Failure in groups: The value of observing other group members’ failures on task learning and collective intelligence.” (Four studies completed). Targeted for *Organizational Behavior and Human Decision Processes*.

## **OTHER PUBLICATIONS**

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Mayrath, M.C, Brimhall, C., 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. (2020). The power of experiments. In H. S. Kim (Ed). *Rethinking Asia Volume 7*. Cambridge, MA: Acumen Publishing.

Brimhall, C. (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.

Kamarainen, A.M., Metcalf, S., Grotzer, T.A., Brimhall, C., & Dede, C. (2016). Designing an augmented reality experience to support situated instruction about cycles and conservation of matter in outdoor learning environments: a design case. *International Journal of Learning Design*.

## **CHAired SYMPOSIA**

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Brimhall, C. & 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. & Kristal, A.S. (Co-Chairs, 2021). Leveraging commitment devices to improve motivation in the workplace. Paper symposium presented at the 81<sup>st</sup> Annual Conference of the Academy of Management.

- Nominated for “Best Symposium” by the Managerial and Organizational Cognition Division.

## CONFERENCE PRESENTATIONS

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Chasing fictitious variation: Random outcomes are misattributed to skill in competitive environments (Brimhall & Tannenbaum)

- *Society for Consumer Psychology*, San Juan, Puerto Rico (March 2023)
- *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)
- *Theoretical Organizational Model Society*, Virtual. (June 2021)

We're not all in this together: Using empathy-based advertisements during a crisis (\*Brimhall, \*Nair, VanEpps, & Bitterly)

- *Society for Consumer Psychology*, San Juan, Puerto Rico (March 2023)
- *Society for Judgment and Decision Making*, San Diego, CA (November 2022)

“Changing, changing, changing”: Examining knowledge transfer under conditions of epistemic instability (Hughey, Brimhall, Rapp, & Myers)

- *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 Personality and Social Psychology Conference - JDM Preconference*, Virtual. (February, 2021)
- *Society for Judgment and Decision Making Conference*, Virtual. (December 2020)
- *Penn-CMU Roybal Retreat*, Hershey, PA. (October 2019)

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)

## **TEACHING**

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### ***Instructor***

#### **David Eccles School of Business, University of Utah**

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

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

Rating: 5.8/6.0

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

### ***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**

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Organizational behavior, decision making, negotiations, research methods

## **AWARDS AND GRANTS**

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

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

## **SERVICE**

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

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)

## **PROFESSIONAL AFFILIATIONS**

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Academy of Management (AOM); Behavioral Science and Policy Association (BSPA); Society for Judgment and Decision-Making (SJDm); Society for Personality and Social Psychology (SPSP); Theoretical Organizational Models Society (TOMS)