

## Samantha Kassirer

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### ACADEMIC POSITION

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2024-2026 **Rotman School of Management, University of Toronto**  
Postdoctoral Researcher in Marketing and Management

2024 **Anderson School of Management, UCLA**  
Visiting Scholar in Behavioral Decision Making

### EDUCATION

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2024 **Kellogg School of Management, Northwestern University**  
Ph.D., Management and Organizations (Minor: Social Psychology)  
Dissertation: The Psychology of Charitable Receiving  
*Dissertation Committee: Maryam Kouchaki, Eli Finkel, Rima Touré-Tillery, & Joshua Greene*

2021 **Kellogg School of Management, Northwestern University**  
M.S., Management and Organizations

2017 **University of Chicago**  
M.A., Social Science

2016 **THE Ohio State University**  
B.S., Psychology, *Magna Cum Laude*

### ACADEMIC FELLOWSHIPS

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2023-2024 Global Impacts Graduate Fellowship; Northwestern University, Buffett Institute

2023 Global Priorities Research Summer Fellowship; Oxford University, Global Priorities Institute

### RESEARCH INTERESTS

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*Keywords:* Global Poverty & Inequality, Help Giving and Receiving, Prosociality, Moral Psychology, Moralization, Field Experiments, Culture

### PUBLICATIONS

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[6] **Kassirer, S., Jami, A., & Kouchaki, M.** (2024). Is In-kind Kinder Than Cash? The Impact of Money vs. Food Aid on Social Emotions and Aid Take-up. *Conditionally accepted at Proceedings of the National Academy of Science.*

- **Fellowship Paper Prize, Oxford University's Global Priorities Institute (2023)**

- [5] **Kassirer, S.** & Kouchaki, M. (2023). Aid Utility Theory: A New Way of Thinking About and Tackling Aid Utilization Neglect. *Research in Organizational Behavior*, 43. <https://doi.org/10.1016/j.riob.2023.100196>
- [4] **Kassirer, S.**, Levine, E., & Kouchaki, M. (2023). A Call to Maximize the Social Impact of Our Research: An Effective Altruism Approach. *Academy of Management Perspectives*, 37(4). <https://doi.org/10.5465/amp.2022.0045>
- [3] **Kassirer, S.**, Jordan, J., & Kouchaki, M. (2023). Giving-by-Proxy Triggers Subsequent Charitable Behavior. *Journal of Experimental Social Psychology*, 105. <https://doi.org/10.1016/j.jesp.2022.104438>
- <https://hbr.org/2023/04/why-shuttering-amazonsmile-was-a-mistake>
- [2] **Kassirer, S.**, Levine, E., & Gaertig, C. (2020). Decisional Autonomy Undermines Advisees' Judgments of Experts in Medicine and in Life. *Proceedings of the National Academy of Science*, 117(21): 11368-11378. <https://doi.org/10.1073/pnas.1910572117>
- [1] O'Brien, E. & **Kassirer, S.** (2019). People Are Slow to Adapt to the Warm Glow of Giving. *Psychological Science*, 30(2): 193-204. <https://doi.org/10.1177/0956797618814145>

#### PAPERS UNDER REVIEW

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- Kassirer, S.** & Kouchaki, M. Giver Spotlighting Negatively Impacts Recipients of Aid. *Revise and resubmit at the Journal of Marketing Research*.
- Kassirer, S.** & Touré-Tillery, M. Giving Time or Money: Which Altruism Feels More Effective? *Revise and resubmit at Psychology & Marketing*.
- Kassirer, S.**, Kouchaki, M., & Smith, I. Marketing for Moralization. *Revise and resubmit at Management Science*.

#### MANUSCRIPTS IN PREPARATION

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- Kassirer, S.** & Kouchaki, M. The Aid Recipient Identity Scale (ARISE). *Manuscript in preparation*.
- Kassirer, S.** & Rucker, D. Opening Minds to Heated Moral Issues: Understanding and Disarming the Moral-Emotional Shield. *Manuscript in preparation*.
- Whillans, A., Tepper, S., & **Kassirer, S.** Rainwater Collection Technology Can Improve the Wellbeing of Poor Families in India. *Manuscript in preparation*.

#### SELECT RESEARCH IN PROGRESS (\*indicates joint 1<sup>st</sup> authorship)

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- \***Kassirer, S.**, \*Jaroszewicz, A., & Kouchaki, M. Barriers to Wanting and Asking for Help. *In progress*.
- Kassirer, S.** Waldfogel, H., & Kouchaki, M. The 'Victim's' Perspective on Being Identified. *In progress*.

**Kassirer, S.**, Caviola, L., Kouchaki, M., Wydick, B., & Cassar, A. Giver Motives Across Cultures: Obstacles to (effective) charitable giving across the USA, South Africa, and India. *In progress*.

**Kassirer, S.** Geiser, A., & Schroeder, J. Demeaning Aid. *In progress*.

**Kassirer, S.**, Schroeder, J., & Haggerty, S. When Can Beggars Be Choosers? *In progress*.

Caviola, L., **Kassirer, S.**, Salu, J., Lewis, J., & Greene, J. Effectiveness-focused Prosociality. *In progress*.

## HONORS AND AWARDS

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2024	Fellowship 2023 Paper Prize for, “Is In-kind Kinder Than Cash? The Impact of Money vs. Food Aid on Social Emotions and Aid Take-up;” Oxford University, Global Priorities Institute (£600)
2023	Conference Travel Award; Northwestern University, Buffett Institute (IACM; \$1,000)
2023	Young Scientist Poster Award, The Society for the Science of Motivation (SSM)
2022	Conference Travel Grant; Northwestern University, The Graduate School (IACM; \$800)
2022	Conference Travel Grant; The Center for Effective Altruism (EAG: London; £1,600)
2021	Conference Travel Grant; The Center for Effective Altruism (EAG: London; £1,000)
2020	Dissertation Research Award; Northwestern University, Buffett Institute; “Impacts of Giver Salience on Recipients of Aid” (with Maryam Kouchaki; \$5,000)
2019	Conference Travel Grant; Northwestern University, The Graduate School (AOM; \$800)
2018	Research Grant; Northwestern University, Kellogg School of Management, Dispute Resolution Research Center; “The Path to Moralization” (with Maryam Kouchaki; \$2,500)
2016-2017	Tuition Scholarship; University of Chicago, Master of Arts Program in Social Science (\$17,904)
2015	Undergraduate Research Scholar Award; The Ohio State University, Social Psychology Department; “Manipulating the Cost/Benefit Ratio in Moral Dilemmas: Can Numbers Sway Philosophical Preference?” (with John Opfer; \$1,000)

**CONFERENCE PRESENTATIONS** (\*indicates that a co-author presented; all presentations denote talks unless otherwise specified)

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### Is In-kind Kinder Than Cash? The Impact of Money vs. Food Aid on Social Emotions and Aid Take-up

- *International Association for Conflict Management*, Ottawa, Canada. (2022, July)
- *Society for the Science of Motivation*, Washington, D.C. (2023, May; *Poster*)
  - Recipient of the [Young Scientist Poster Award](#)
- *International Association for Conflict Management*, Thessaloniki, Greece. (2023, July)
- *Science of Philanthropy Initiative*, Chicago, IL. (2023, September)
- *The Psychology and Economics of Poverty (PEP) Convening*, Berkeley, CA (2024, April)
- *The Global Priorities Research Conference*, Oxford, UK (2024, June)
- *\*The Asia-Pacific Association for Consumer Research*, Bali, Indonesia (2024, July)

### Giver Spotlighting Negatively Impacts Recipients of Aid

- Kellogg School of Management's *Graduate Research Seminar*, Evanston, IL. (2019, November)
- *International Association for Conflict Management*, Virtual Conference. (2020, July)

- Kellogg School of Management's *Graduate Research Seminar*, Virtual Seminar. (2020, November)
- *International Association for Conflict Management*, Ottawa, Canada. (2022, July)
- *Academy of Management*, Seattle, WA. (2022, August)
- *Society for the Science of Motivation*, Washington, D.C. (2023, May)
- *Society for Personality and Social Psychology*, San Diego, CA. (2024, February)

#### **An Exploration of Moralization's Antecedents: The Head, the Heart, and the Hands**

- *Academy of Management*, Seattle, WA. (2022, August)
- *International Association for Conflict Management*, Thessaloniki, Greece. (2023, July; *Data blitz*)

#### **Opening Minds to Heated Moral Issues: Understanding and Disarming the Moral-Emotional Shield**

- *International Association for Conflict Management*, Ottawa, Canada. (2022, July)

#### **Giving-by-Proxy Triggers Subsequent Charitable Behavior**

- *International Association for Conflict Management*, Dublin, Ireland. (2019, July)
- *Academy of Management*, Seattle, WA. (2022, August)

#### **Demeaning Aid: Helpers Undervalue Recipients Psychological (vs. Physical) Needs**

- *Society for Judgment and Decision Making*, Virtual Conference. (2022, February; *Poster*)
- *Society for Personality and Social Psychology's Justice and Morality Preconference*, Virtual Preconference. (2022, February; *Poster*)
- *Society for the Science of Motivation*, Chicago, IL. (2022, May; *Poster*)
- \**Academy of Management*, Seattle, WA. (2022, August; *Presenter: Juliana Schroeder*)

#### **Donating Time or Money: Which Altruism Feels More Effective?**

- *International Association for Conflict Management*, Virtual Conference. (2020, July)
- *Science of Philanthropy Initiative*, Virtual Conference. (2020, September)

#### **Decisional Autonomy Undermines Advisees' Judgments of Experts in Medicine and in Life**

- *International Association for Conflict Management*, Philadelphia, PA. (2018, July; *Data blitz*)
- *Academy of Management*, Chicago, IL. (2018, August)
- *Kellogg-Booth Student Symposium*, Chicago, IL. (2019, May)
- *International Association for Conflict Management*, Dublin, Ireland. (2019, July)
- *Academy of Management*, Boston, MA. (2019, August)

### **CHAired SYMPOSIA**

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- **New Insights into Moral Psychology.** *Academy of Management*, Seattle, WA, 2022.
- **Ineffectiveness in Prosociality: When Helping Fails to Help, When People Fail to Help, & When Helping Fails to Earn Praise.** *Academy of Management*, Seattle, WA, 2022. (Symposium Co-chair with Maryam Kouchaki)
- **New Insights into Alleviating Global Poverty and Inequality.** *International Association for Conflict Management*, Ottawa, Canada, 2022. (Symposium Co-chair with Maryam Kouchaki)

- **How to Encourage Open-minded Engagement Around Divisive Topics?** *International Association for Conflict Management*, Ottawa, Canada, 2022. (Symposium Co-chair with Trevor Spelman)
- **Double-edged Swords: Factors that Induce or Prohibit Prosocial and Ethical Behavior.** *International Association for Conflict Management*, Dublin, Ireland, 2019. (Symposium Co-chair with Maryam Kouchaki)

## INVITED TALKS

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Stanford University, Stanford Graduate School of Business (2022)  
Oxford University, Global Priorities Institute (2023)  
UCLA, Anderson School of Management (2023)  
INSEAD Business School (2023)  
Columbia University, Columbia Business School (2023)

## PROFESSIONAL AFFILIATIONS & SERVICES

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### Professional Affiliations

- Academy of Management (2018-2022)
- International Association for Conflict Management (2018-present)
- Society for Judgement & Decision Making (2019-present)
- Science of Philanthropy Initiative (2019-present)
- Society for the Science of Motivation (2022-present)
- The Society for Personality and Social Psychology (2023-present)

### Ad Hoc Journal Reviewer

- Organizational Behavior and Human Decision Processes (2020-present)
- Journal of Experimental Social Psychology (2021-present)
- Motivation and Emotion (2023-present)
- Journal of the Association for Consumer Research (2023-present)
- Social Cognition (2023-present)
- Personality and Social Psychology Bulletin (2024-present)

### Outreach & Services

- Member of Northwestern University's MORS PhD admissions committee (2019-2022)
- Presenter at Northwestern Effective Altruism (2021)
- Mentor at Northwestern University's Introduction to Diversity in Doctoral Education and Scholarship (IDDEAS; 2021)
- Expert Discussant on Experimental/Empirical Global Priorities Research at the 2021 Oxford Global Priorities Institute/Wanbam Workshop for Trans, Nonbinary, and Female People
- Organizer of Effective Altruism Chicago (2023-2024)
- Research Advisor for the Spring 2024 Early Career Researchers' Effective Altruism Psychology Course at Oxford's Global Priorities Institute
- Expert Advisor for [80,000 Hours](#) (2024-present)

## TEACHING EXPERIENCE

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- 2024 **Corporate Social Responsibility and Sustainability** at Leeds University Business School, Marketing Department, *Guest Lecturer* (Professor: Rajen Anderson)
- 2022 **Ethics and Leadership** at Northwestern's Kellogg School of Management, Management & Organizations Department, *Teaching Assistant* (Professor: Adam Waytz)
- 2020, 2021 **Leadership and Management** at Northwestern's Kellogg School of Management, Management & Organizations Department, *Teaching Assistant* (Professors: Nour Kteily, Nicholas Pearce, and Adam Waytz)
- 2019, 2021 **Leading and Managing Teams** at Northwestern's Kellogg School of Management, Management & Organizations Department, *Teaching Assistant* (Professors: Maryam Kouchaki and Ivy Onyeador)
- 2019 **Negotiation Fundamentals** at Northwestern's Kellogg School of Management, Management & Organizations Department, *Teaching Assistant* (Professor: Nour Kteily)
- 2018 **Strategies and Processes of Negotiation** at University of Chicago's Booth School of Business, Behavioral Science Department, *Teaching Assistant* (Professor: Emma Levine)
- 2018 **Leadership, Strategy and Getting Things Done** at University of Chicago's Harris School of Policy, *Teaching Assistant* (Professor: John Burrows)
- 2018 **Leadership, Negotiations and Management** at University of Chicago's Harris School of Policy, *Teaching Assistant* (Professor: John Burrows)
- 2017 **Strategies and Processes of Negotiation** at University of Chicago's Booth School of Business, Behavioral Science Department, *Teaching Assistant* (Professor: John Burrows)

## REFERENCES

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### Dr. Maryam Kouchaki

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Kellogg School of Management  
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### Dr. Juliana Schroeder

Associate Professor of Management & Organizations  
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Haas School of Business  
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### Dr. Emma Levine

Associate Professor of Behavioral Science  
University of Chicago  
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### Dr. Rima Touré-Tillery

Associate Professor of Marketing  
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