



# HARVARD | BUSINESS | SCHOOL

November 21, 2023

## Zoë B. Cullen

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### EDUCATION

- 2016 Ph.D., Economics, Stanford University
- 2006 B.A., Economics with high honors, Yale University

### HARVARD UNIVERSITY

#### Appointments

- 2018-present Assistant Professor of Business Administration

#### Teaching

- 2023-present Negotiations, MBA Elective Curriculum
- 2019-2020 The Entrepreneurial Manager, MBA Required Curriculum
- 2018-present Theoretical and Empirical Perspectives on Entrepreneurship, Guest Lecturer PhD Course
- 2018-present Launching New Ventures, Guest Lecturer Executive Education Course

### WORK EXPERIENCE

- 2018-2019 Research Consultant, Microsoft Research Labs New England
- 2016-2018 Chief Economist, South East Asian Bank<sup>1</sup>
- 2006–2009 Mt. Sinai Humanities and Medicine Program / RAND (M.D./Ph.D. program)

### AFFILIATIONS

- 2021-present NBER Research Affiliate, Labor Studies
- 2020-present Associate Editor, *Journal of Political Economy*

### SCHOLARSHIPS, HONORS AND GRANTS

- 2023 NSF Award (\$368,490) “Information Frictions, Pay, and Pay Equity” (with Perez-Truglia)
- 2021 Excellence in Refereeing Award, AER: Insights

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<sup>1</sup> The identity of this bank has been concealed to honor research collaboration terms

2019 Exemplary Applied Modeling Paper EC'19  
2015-16 CSRE Fellow (Stanford University)  
2013-14 E2A Research Challenge, UC Berkeley CEGA  
2005-08 Humanities in Medicine Program, Mount Sinai, New York  
2006 Rhodes Finalist  
2005-06 Phi Beta Kappa

## **PUBLICATIONS**

### **Journal Articles:**

Cullen, Zoë, and Bobak Pakzad-Hurson. "Equilibrium Effects of Pay Transparency." *Econometrica* 91:3 (2023) 756-111 (Lead article)

Cullen, Zoë, and Ricardo Perez-Truglia. "The Old Boy's Club: Schmoozing and the Gender Gap." *American Economic Review* 113:7 (2023) 1703-1740 (Lead article)

Cullen, Zoë, Will Dobbie, and Mitch Hoffman. "Increasing Demand for Workers with Criminal Background." *Quarterly Journal of Economics* 138:1, (2023) 103-150

Cullen, Zoë, and Ricardo Perez-Truglia. "The Salary Taboo: Privacy Norms and the Diffusion of Information." *Journal of Public Economics* 222 (2023) 104890

Cullen, Zoë, and Ricardo Perez-Truglia. "How Much Does Your Boss Make? The Effects of Salary Comparisons." *Journal of Political Economy* 130:3 (2022) 766-822

Balla-Elliott, Dylan and Zoë Cullen, Edward L. Glaeser, Michael Luca, and Christopher Stanton. "Business Reopening Decisions and Demand Forecasts During the COVID 19 Pandemic." *Journal of Policy Analysis and Management* 41:1 (2021)

Cullen, Zoë, and Chiara Farronato. "Outsourcing Tasks Online: Matching Supply and Demand on Internet Platforms." *Management Science* 67:7 (2021) (Featured article)

Bartik, Alex and Marianne Bertrand, Zoë Cullen, Edward L. Glaeser, Michael Luca, and Christopher Stanton. "The Impact of COVID-19 on Small Business Outcomes and Expectations." *Proceedings of the National Academy of Sciences* 117:3 (2020)

Cullen, Zoë, Leemore S. Dafny, Yin Wei Soon, and Christopher T. Stanton. "How Has COVID-19 Affected Health Insurance Offered by Small Business in the U.S.? Early Evidence from a Survey." *New England Journal of Medicine* (2020)

## **WORKING PAPERS**

Cullen, Zoë, Rembrand Koning, and Lamar Pierce. "Experiments in Firms." Book chapter in *Handbook of Experimental Methods in Social Sciences*, edited by Alex Reese-Jones. Edward Elgar Publishing Ltd., forthcoming 2024.

Cullen, Zoë, Shengwu Li, and Ricardo Perez-Truglia. "What's My Employee Worth? The Effects of Salary Benchmarking." NBER Working Paper Series, October 2022. Under revision at the *Review of Economic Studies*

Cullen, Zoë. "Is Pay Transparency Good?" Invited publication for *Journal of Economic Perspectives* March 2023.

Bartik, Alex, and Zoë Cullen, Edward L. Glaeser, Michael Luca, Christopher Stanton, and Adi Sunderam. "The Targeting and Impact of Paycheck Protection Program Loans to Small Businesses."

Harvard Business School Working Paper 21:021, August 2020. Under revision at the *Review of Economics and Statistics*.

Bartik, Alex and Zoë Cullen, Edward L. Glaeser, Michael Luca, and Christopher Stanton. "The Rise of Remote Work." Harvard Business School Working Paper 20:138 June 2020.

## **WORK-IN-PROGRESS**

Cullen, Zoë, Julia Gilman, Nina Roussille, and Heather Sarsons. "Union Negotiation Tactics: Evidence from Hollywood" (Slides/Draft available)

Cullen, Zoë, Felix Koenig, and Mitch Hoffman. "Dynamic Firm Search and Labor Shortages" (Slides/Draft available)

Cullen, Zoë, Bobby Pakzad-Hurson, and Ricardo Perez-Truglia. "Negotiation Training Matters" (Slides available)

Cullen, Zoë and Tom Nicholas. "Demand for Privacy from the U.S. Government" (Draft available)

## **TEACHING MATERIALS**

### **HBS Cases and Teaching Notes**

Cullen, Zoë. "Levels.fyi: Negotiations Coaching, Transparency and Career Success." Harvard Business School Case 824-078. September 2022.

Cullen, Zoë, Michael Luca, and Amy Klopenstein. "ADP: Private Data for the Social Good." Harvard Business School Case 922-042. September 2022.

Cullen, Zoë, and Alex MacKay. "The Spreadsheet." Harvard Business School Case 723-366, August 2022.

Cullen, Zoë, Jeffrey J. Busgang, William R. Kerr, Benjamin N. Roth, and Michael Norris. "A Close Shave at Squire." Harvard Business School Case 821-073, July 2021.

## **SELECTED RESEARCH PRESENTATIONS**

2023-2024 (invited) Stanford (Economics, Joint Applied Micro), University of San Diego, Duke Economics, LSE, UCL, University of Chicago Harris School of Public Policy, Keynote 6<sup>th</sup> IDSC IZA Conference, 2024 "Lectures on the Economics of Organizations and Human Resources" German Economic Association, Queen Mary, FSI, Oxford, Purdue, University of Massachusetts, West Coast Labor Conference, NBER Organizational Economics, UMass Amherst, University of Chicago Social Economics Conference

2022-2023 (scheduled) NBER Summer Institute Labor Studies, MIT (Econ), Berkeley (Econ), Michigan (Econ), Columbia (Business School), Behavioral Economics Design Initiative, Georgetown (Business School), Cornell (Econ), University of Chicago (Booth Business School), Chicago-Berkeley Behavioral Economics Workshop, Boston College, MIT IDE, AEA, Yale (Econ), Yale SOM, DIW Berlin, IZA

2021-2022 Berkeley (Econ), Michigan (Econ), Columbia (Econ), Harvard (Econ & Law), Boston University (Econ), Northwestern (Kellogg), Carnegie Mellon (Heinz College and Tepper School), University of Pittsburgh (Econ), Texas A&M (Meer Workshop), Uber, Erasmus University (Micro Seminar Series), Bocconi University (AXA Research Lab), Università Cattolica

2020-2021 MIT IDE, Tufts, Copenhagen, American Enterprise Institute, Cornell Finance, Cornell Economics,

Georgetown, World Bank, University of Zurich, Bergen FAIR Institute, Advanced Field Experiments, Baylor, NBER Labor (Spring), Society of Labor Economics, Yale Cowles Conference on Labor and Public Economics, NBER Summer Institute (Personnel)

2019-2020 MIT Sloan IWER, INSEAD, Columbia Business School, San Diego ECBE, Advanced Field Experiments Conference, Field Days Conference, EAYE Workshop Paris School of Economics, ASSA Meetings, Tel Aviv University, Ben Gurion University, NSL-E Workshop Princeton, NBER Organizations, SOLE

2018-2019 Harvard (Econ), Dartmouth (Econ), MIT (Business School), NBER Labor Studies Fall, Berkley Haas (Oliver Williamson Seminar), UCLA (Business School), Brown (Econ), Einaudi Institute, Advanced Field Experiments Conference, ASSA Meetings, Kansas University

## **PROGRAM COMMITTEES**

*Society for Institutional and Organizational Economics (SIOE), Econometric Society (2023), NBER Summer Institute (2022) Labor Studies, The Econometric Society, Mechanism Design For Social Good (MS4G), Equity and Access in Algorithms, Mechanisms and Optimization (EAAMO), Society for Institutional and Organizational Economics (SIOE), National Association of Business Economics (NABE), Ridge Workshop on Public Economics*

## **PEER REVIEW ACTIVITIES**

*Econometrica, American Economic Review, Journal of Political Economy, Review of Economic Studies, Quarterly Journal of Economics, AEJ: Applied Economics, Economic Journal, Journal of European Economic Association, Journal of Labor Economics, Journal of Public Economics, Economica, European Economic Review, Management Science*

## **MEDIA COVERAGE**

Research featured in 100+ articles from outlets such as The New York Times, Wall Street Journal, The Atlantic, The New York Times Magazine, NPR, The Economist, Harvard Business Review, Forbes, Bloomberg, etc.

## **ADVISING**

Brit Sharoni (*Harvard Econ PhD candidate*), Wilbur Townsend (*Harvard Econ PhD candidate*) Julia Gilman (*MIT Econ PhD Candidate*) Jenna Anders (*Harvard Econ PhD candidate*), Katherine Fang (*Yale Law Student, joint PhD Yale SOM candidate*), Dylan Balla-Elliott (*University of Chicago PhD candidate*), Anh Nguyen (*UCLA Anderson PhD Candidate*)