

CRAIG BRIMHALL

University of Utah
David Eccles School of Business
1655 East Campus Center Drive
Salt Lake City, UT 84122

phone: 385 201 7685
email: craig.brimhall@utah.edu

EDUCATION

Ph.D., Management, 2022 (expected)

David Eccles School of Business, University of Utah

Dissertation: “Chasing fictitious variation: Random outcomes are misattributed to skill in competitive environments”

Committee: David Tannenbaum (chair), Bryan Bonner, Jack Brittain, Elizabeth Tenney, Eric VanEpps

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

Harvard Graduate School of Education

B.S., Finance, 2012

Utah Valley University

RESEARCH INTERESTS

Learning from experience, organizational learning, judgment and decision making, goal achievement

PAPERS UNDER REVIEW

Brimhall, C., Tannenbaum, D., & VanEpps, E.M. “Choosing more aggressive commitment contracts for others than for the self.” Under review at *Organizational Behavior and Human Decision Processes*

WORKING PAPERS

Brimhall, C. “The microfoundations of superstitious learning in organizations.” Targeted for *Academy of Management Review*.

Brimhall, C., Christensen, L.J., & Bingham, J.B. “The role of social referents and employee reasons in predicting behavioral intentions during organizational change.” Targeted for *Journal of Personality and Social Psychology*.

Brimhall, C., Brittain, J., Graham, J., & Dehghani, M. “The restructuring of the FDIC’s defining narrative in the midst of the great recession.” Targeted for *Administrative Science Quarterly*.

Bain, K., Coll, K.A, Brimhall, C., Talbot, T., Shannahan, D.B, & Bonner, B.L. “Gamification in organizations: A theory-driven approach.” Targeted for *Personnel Psychology*.

SELECTED WORKS IN PROGRESS

Brimhall, C., Meikle, N.L., & Graham, J. “Individual perceptions of failure predict persistence and information-seeking behavior.” (Four studies completed). Targeted for *Organizational Behavior and Decision Making Processes*.

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 *Psychological Science*.

Hughey, D.M., Brimhall, C., & Rapp, D. “Learning in chaos: How healthcare workers learned during the Covid-19 pandemic.” (Manuscript preparation). Targeted for *Journal of Management*.

Sankaran, K., Brimhall, C., & Tannenbaum, D. “Saying no doesn’t have to be so hard: Refusers overestimate the interpersonal consequences of saying no to non-promotable work. (Three studies completed).” Targeted for *Journal of Experimental Psychology: General*.

VanEpps, E.M, Brimhall, C., & Bitterly, T.B. “We’re not all in this together: Consumers dislike empathy-based advertisements during the COVID-19 pandemic.” (Three studies completed). Targeted for *Journal of Consumer Psychology*.

OTHER PUBLICATIONS

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

Brimhall, C. & Bogard, J. (Co-Chairs, 2022, forthcoming). Variants of uncertainty: How judgments of uncertainty impact decision making. Paper symposium to be 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 81st Annual Conference of the Academy of Management.

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

CONFERENCE PRESENTATIONS

Choosing more aggressive commitment contracts for others than for the self (Brimhall, Tannenbaum, & VanEpps)

- *Society for Consumer Psychology Annual Conference*, Virtual (March, 2022, forthcoming)
- *Society for Judgment and Decision Making Conference*, Virtual (February, 2022, forthcoming)
- *Academy of Management Annual Meeting*, Virtual. (August 2021)
- *Behavioral Policy and Science Association Conference*, Virtual. (May 2021)
- *Society for Personality and Social Psychology Conference – Judgment and Decision Making Preconference*, Virtual. (February, 2021)
- *Society for Judgment and Decision Making Conference*, Virtual. (December 2020)
- *Penn-CMU Roybal Retreat*, Hershey, PA. (October 2019)

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

- *Society for Personality and Social Psychology Annual Conference*, San Francisco, CA. (February 2022, forthcoming)
- *Society for Personality and Social Psychology – Judgment and Decision Making Pre-Conference*, San Francisco, CA. (February 2022, forthcoming)
- *Risk, Uncertainty, and Decisions*, Virtual. (November 2021)
- *Theoretical Organizational Model Society*, Virtual. (June 2021)

Failure in groups: The value of observing other group members’ failures on task learning and collective intelligence (Brimhall, Coll, & Bonner)

- *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

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

Organizational behavior, decision making, negotiations, research methods

AWARDS AND GRANTS

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

Eccles Behavioral Research Seed Grant, 2020: Choosing more aggressive commitment contracts for others than for the self

SERVICE

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

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)