

Parasuram Balasubramanian

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Education

Olin Business School, Washington University in St. Louis Candidate for PhD in Strategy	2014 - present
College of Business, University of Illinois at Urbana-Champaign M.S. in Finance	2011
University of Mumbai, India Bachelor of (Electrical) Engineering	2008

Research Interests

Corporate Strategy, Misconduct, Business Ethics, Sustainability

Peer Reviewed Publications

1. Balasubramanian, P., Bennett, V. M., & Pierce, L. (2017). The Wages of Dishonesty: The Supply of Cheating Under High-Powered Incentives. *Journal of Economic Behavior & Organization*.

Abstract - We use a novel design to identify how dishonesty changes through a broad reward range that, at the high end, exceeds participants' average daily wages. Using a sample of online Indian workers who earn bonuses based on six simultaneous coin flips, we show that the relationship between dishonesty and financial rewards depends on the incentive range. We find two novel effects as incentives exceed those used in most prior research. First, dishonesty increases and reaches its maximum as rewards increase from \$0.50 to \$3 per reported head and as earnings reach \$15, indicating that rewards can indeed motivate more cheating when large enough. More importantly, we show that dishonesty declines at the highest reward levels (up to \$5 per head) as individuals appear to engage in lower magnitudes of dishonesty. We detail how our results could be explained by a reference-dependent utility with internal costs of dishonesty that are convex in the magnitude of the lie, and show survey and simulation-based evidence that support this explanation.

2. Pierce, Lamar, and Parasuram Balasubramanian. "Behavioral field evidence on psychological and social factors in dishonesty and misconduct." *Current Opinion in Psychology* 6 (2015): 70-76.

Abstract - We review recent behavioral field evidence on dishonesty and other unethical behaviors from psychology and related fields. We specifically focus on individual-level studies that use explicitly behavioral data in natural settings, covering research topics relevant to psychology from across disciplines. Our review shows both the paucity and potential of behavioral field evidence on the psychology of dishonesty--although such research can provide actionable and realistic conclusions, it presents a host of practical and identification-related challenges that have limited its use. We explain the major methodological approaches, and discuss the multiple identification challenges for researchers using archival and other non-experimental data.

Honors and Awards

\$2500 grant, Center for Research in Economics and Strategy, Washington University in St. Louis, 2015
Doctoral Fellowship, Washington University in St. Louis, 2014 - (present)

Memberships

Member of the Academy of Management since 2017

Professional Experience

Investment Banking Analyst, <i>Ladderup Corporate Advisory</i> , Mumbai, India	2012 - 2014
Valuation Associate, <i>Aranca</i> , Mumbai, India	2011 - 2012