T. BRADFORD BITTERLY

HKUST Business School, LSK 5044   bbitterly@ust.hk
Clear Water Bay, Hong Kong   +852 2358 7756

ACADEMIC POSITIONS

The Hong Kong University of Science and Technology
Assistant Professor, August 2020-Present
Department of Management

The Stephen M. Ross School of Business, University of Michigan
Postdoctoral Research Fellow, September 2018-July 2020
Department of Management & Organizations

EDUCATION

The Wharton School, University of Pennsylvania
Ph.D. in Operations, Information and Decisions, May 2018
Advisor: Maurice E. Schweitzer

University of Notre Dame
Bachelor of Arts, May 2008
Major: Psychology, Magna cum laude

RESEARCH INTERESTS

Negotiation, Power and Status, Trust, Communication

RESEARCH PUBLICATIONS

Li, M., & Bitterly, T. B. (2024). How Perceived Lack of Benevolence Harms Trust of Artificial Intelligence Management, *Journal of Applied Psychology, forthcoming.*

Bitterly, T. B. (2023). Unpredictable volatility and trust: The VISA model of person perception. *Current Opinion in Psychology*, *55*, 101718.

Bitterly, T. B., VanEpps, E. M., & Schweitzer, M. E. (2022). The predictive power of exponential numeracy. *Journal of Experimental Social Psychology, 101*, 104347.

Bitterly, T. B. (2022). Humor and Power. *Current Opinion in Psychology, 43*, 125-128.

Bitterly, T. B., & Schweitzer, M. E. (2020). The economic and interpersonal consequences of deflecting direct questions. *Journal of Personality and Social Psychology, 118*(5), 945.

Bitterly, T.B., & Schweitzer, M.E. (2019). The Impression Management Benefits of Humorous Self-Disclosures: How Humor Influences Perceptions of Veracity. *Organizational Behavior and Human Decision Processes, 151*, 73-89.

Levine, E.E., Bitterly, T.B., Cohen, T.R., & Schweitzer, M.E. (2018). Who is Trustworthy? Predicting Trustworthy Intentions and Behavior. *Journal of Personality and Social Psychology, 115*(3), 468-494.

Bitterly, T.B., Brooks, A.W., & Schweitzer, M.E. (2017). Risky Business: When Humor Increases and Decreases Status. *Journal of Personality and Social Psychology, 112*(3), 431-455.

OTHER PUBLICATIONS

Bitterly, T.B., & Brooks, A.W. (2020). Sarcasm, Self-Deprecation, and Inside Jokes: A User's Guide to Humor at Work, *Harvard Business Review, 98*(4), 96-103.

Bitterly, T.B., & Schweitzer, M.E. (2019, Nov 18). How to Deflect Difficult Questions in an Interview or Negotiation. *Harvard Business Review*.

Brooks, A.W., Bitterly, T.B., & Schweitzer, M.E. (2017, Feb 27). Why It Pays Off to Be Funny at Work—Usually. *Wall Street Journal*.

Bitterly, T.B., Mislavsky, R., Dai, H., & Milkman, K.L. (2015). Dueling with Desire: A Synthesis of Past Research on Want/Should Conflict. In W. Hoffman and L. Nordgren (Eds.), *The Psychology of Desire* (pp. 244-264). New York, NY: The Guildford Press.

SELECTED RESEARCH IN PROGRESS

Bitterly, T.B., Li, M., & Schweitzer, M.E. The Valence of Power, *invited for a revise and resubmit at Management Science*.

Kim, Y., Levine, E.E., Wallace, L. E., & Bitterly, T.B., Difficult Conversations as Want-Should Conflicts, *under review at Management Science.*

Bitterly, T.B., & Schweitzer, M.E. A Tale of Two Leaders: How Humor Enabled Reagan and Trump to Deflect Attacks and Amass Devout Followers, *invited piece for Current Opinion in Psychology*.

Bitterly, T.B., & Schweitzer, M.E. How Power Influences the Use of Humor, *under review.*

Bitterly, T.B. Psychometrics of Deception, *under review*.

Bitterly, T.B., & Schweitzer, M.E. Humor and Coping, *in preparation*.

Li, R., & Bitterly, T. B., The Joke's on US: How Humor Can Increase Perceived Warmth and Trust in China, but Not in the USA, *in preparation*.

Bitterly, T.B. O'Donnell, L.A., & McInnis, M.G. Tackling Stigma through Trust: How Lack of Perceived Integrity Harms Trust of Individuals with Bipolar Disorder, *in preparation*.

Nair, N., Brimhall, C., VanEpps, E., & Bitterly, T.B. Consumers dislike empathy-based advertisements during the COVID-19 pandemic, *in preparation.*

AWARDS & HONORS

Franklin Prize for Teaching Excellence, April 2024
Recognition of Excellent Teaching Performance, Spring 2020/2021, Spring 2021/2022, Spring 2022/2023
Paul R. Kleindorfer Scholar Award, November 2016
- Awarded to one departmental PhD student annually who has made exceptional progress toward their degree.
Russell Ackoff Doctoral Student Fellowship, 2014-2017
Phi Beta Kappa, May 2008
Notre Dame Presidential Scholar, January 2005

Date: 4/29/2024

SELECTED CONFERENCE PRESENTATIONS

June 2018, *Behavioral Decision Research in Management*, Bitterly, T.B., & Schweitzer, M.E. The Economic and Interpersonal Consequences of Deflecting Direct Questions.

July 2019, *International Association for Conflict Management*, Bitterly, T.B., & Schweitzer, M.E. The Economic and Interpersonal Consequences of Deflecting Direct Questions.

August 2019, *Academy of Management Annual Meeting*, Bitterly, T.B., & Schweitzer, M.E. The Impression Management Benefits of Humorous Self-Disclosures: How Humor Influences Perceptions of Veracity.

August 2019, *Academy of Management Annual Meeting*, Bitterly, T.B., & Schweitzer, M.E. The Economic and Interpersonal Consequences of Deflecting Direct Questions.

July 2021, *International Association for Conflict Management*, Bitterly, T.B., The Valence of Power.

August 2021, *Academy of Management Annual Meeting*, Bitterly, T.B., How Power Influences the Use of Humor.

April 2022, *Society for Industrial and Organizational Psychology Annual Conference*, VanEpps, E., Brimhall, C., & Bitterly, B. (2022). Consumers dislike empathy-based advertisements during the COVID-19 pandemic.

July 2022, *International Association for Conflict Management*, Bitterly, T.B., & Schweitzer, M.E. Humor and Coping in a Pandemic.

July 2022, *International Association for Conflict Management*, Kim, Y., Levine, E.E., & Bitterly, T.B., Difficult Conversations in Professional, Political, and Personal Life.

August 2022, *Academy of Management Annual Meeting*, Bitterly, T.B., & Schweitzer, M.E. Humor and Coping in a Pandemic.

August 2022, *Academy of Management Annual Meeting*, Kim, Y., Levine, E.E., & Bitterly, T.B., Difficult Conversations in Professional, Political, and Personal Life.

July 2023, *International Association for Conflict Management*, Bitterly, T.B. The Psychometrics of Deception.

August 2023, *Academy of Management Annual Meeting*, Bitterly, T.B. The Psychometrics of Deception.

August 2023, *Academy of Management Annual Meeting*, Li, M., & Bitterly, T.B., How Perceived Lack of Benevolence Harms Trust of Algorithmic Management.

July 2024, *International Association for Conflict Management*, Kim, Y., Levine, E.E., Wallace, L. E., & Bitterly, T.B., Difficult Conversations as Want-Should Conflicts.

August 2024, *Academy of Management*, Bitterly, T.B. O'Donnell, L.A., & McInnis, M.G. Tackling Stigma through Trust.

August 2024, *Academy of Management*, Li, R., & Bitterly, T. B., The Joke's on US: How Humor Can Increase Perceived Warmth and Trust in China, but Not in the USA.

RESEARCH STUDENTS

Mingyu Li, PhD Student in HKUST Management Department, Degree Expected 2027

PROJECTS AND GRANTS

Bitterly, T. B., & Hagmann, D. Are AI Users Cutting-Edge Innovators or Incompetent Slackers? Image Concerns in the Use and Adoption of Generative AI (EDGE02B-23S). Amount: 250,000 HKD. *Received May 2023.*

Nason, S., & Bitterly, T. B. Solving Problems with Generative AI as your Wingman (EDGE15B-23S). Amount: 241,200 HKD. *Received December 2023.*

Hui, P., Bitterly, T. B., Pang, C., & Cheung, C. Digital Humans: Perceptions of Growth and Trust (HSBC GenAI research grant). Amount: 500,000 HKD. *Received March 2024.*

How Unpredictable Volatility Shapes Trust (RGC Ref No. 16506924). *Submitted Fall 2023.*

PROFESSIONAL SERVICE

Guest Editor
- *Current Opinion in Psychology*

Journal Reviewer
- *Academy of Management Discoveries*
- *Group & Organization Management*
- *Human Relations*
- *Journal of Behavioral Decision Making*
- *Journal of Business Ethics*
- *Journal of Experimental Social Psychology*
- *Management Science*
- *Organization Science*
- *Organizational Behavior and Human Decision Processes*
- *Personality and Social Psychology Bulletin*

Service to HKUST Business School
Member of Management Department Research Committee (Fall 2020-Present)
Member of Management Department Social Committee (Fall 2022-Present)
Member of Management Department Recruiting Committee (Fall 2023-Present)

Service to Ross School of Business
Co-organizer of Management & Organization Seminar Series (Fall 2018-Spring 2020)

TEACHING

HKUST Business School
Negotiations
　　Undergrad Course Instructor
　　　　Spring 2021: 2 Sections, Ratings of 4.33/5.0, 4.64/5.0
　　　　Spring 2022: 2 Sections, Ratings of 4.78/5.0, 4.56/5.0
　　　　Spring 2023: 2 Sections, Ratings of 4.62/5.0, 4.83/5.0
　　Part-time MBA Course Instructor
　　　　Spring 2022: 1 Section, Rating of 4.44/5.0
　　　　Spring 2023: 1 Section, Rating of 4.78/5.0

Date: 4/29/2024

Ross School of Business
Bargaining and Influence Skills
Weekend MBA Course
Fall 2018, 1 Section, Rating of 4.6/5.0
Fall 2019, 1 Section, Rating of 4.8/5.0
MBA Course Instructor (Spring 2019)
3 Sections, Ratings of 4.5/5.0, 4.4/5.0, and 4.5/5.0
Weekend MBA Course Instructor (Fall 2019)

SOCIETY MEMBERSHIP

Academy of Management
International Association for Conflict Management
Phi Beta Kappa
Society for Judgment and Decision Making
Society for Personality and Social Psychology

PROFESSIONAL EXPERIENCE

Bridgewater Associates, 2011-2012
Non-Equity Research Data Analyst