

T. BRADFORD BITTERLY

HKUST Business School, LSK 5044
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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

Trust, Human-AI Interaction, Negotiation, Communication, Power and Status

PUBLICATIONS

Li, M.[†], Bitterly, T. B., Nason, S. W., & Cheung, C. S. (2026). AI and Negotiation: The Silicon-Carbon Communication Orientation (SILCCO) Framework for Understanding Technology-Mediated Negotiation, *Current Opinion in Psychology*. In press.

Bitterly, T. B. (2026). Who, or What, Can Be Trusted? Trust in AI, Predictability, and the Stakes for Mental Health, invited commentary for *Psychological Inquiry*. Forthcoming.

Bitterly, T. B., O'Donnell, L. A., & McInnis, M. G. (2026). From Stigma to Trust: A Paradigm Shift for Understanding Perceptions of Individuals with Bipolar Disorder, *Journal of Experimental Psychology: General*. In press.

Bitterly, T. B. (2026). The Dosage of Deception: How Frequency and Type Influence Trust Evaluations. *Journal of Experimental Social Psychology*, 122, 104823.

Li, M.[†], & Bitterly, T. B. (2024). How Perceived Lack of Benevolence Harms Trust of Artificial Intelligence Management, *Journal of Applied Psychology*, 109(11), 1794–1816.

Bitterly, T. B. (2024). 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.

[†] denotes Ph.D. student coauthor

Bitterly, T. B., & Schweitzer, M. E. (2020). The Economic and Interpersonal Consequences of Deflecting Direct Questions. *Journal of Personality and Social Psychology*, 118(5), 945-990.

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* (digital article).

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.

POPULAR PRESS PIECES AND BOOK CHAPTERS

Gloor, J. L., Cooper, C., Bitterly, T. B., & Stachl, C. (2026). Why AI Interviews Are No Laughing Matter. *I by IMD* (January-March).

Li, M.[†], & Bitterly, T. B. (2025). AI Managers May Be Efficient—But Do Workers Trust Them? *HKUST 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 Guilford Press.

CASES

Nason, S. W., Bitterly, T. B., Stevenson, G. P., & Wise, M. (2026). Rochat & Schmid vs. Print Perfect.

INVITED SUBMISSIONS AND RESUBMISSIONS

Li, R., Bitterly, T. B., Brooks, A. W., & Schweitzer, M. E. (2026). Humor Intelligence, invited for resubmission to *Harvard Business Review*.

Kim, Y.[†], Wallace, L. E., Bitterly, T. B., & Levine, E. E. (2026). Difficult Conversations as Self-Control Conflicts, invited for resubmission (reject and resubmit) to the *Journal of Personality and Social Psychology*.

Kim, Y.[†], Talhelm, T., Zhu, R., Bitterly, T. B., & Levine, E. E. (2026). East-West Differences in Intuitions About Critical Feedback, invited for resubmission (reject and resubmit) to the *Journal of Personality and Social Psychology*.

UNDER REVIEW

Bitterly, T. B., Nason, S. W., & Huang, X. (2026). Anticipating the AI Penalty: How Using AI Reduces Trust in Evaluators, under review at *Journal of Applied Psychology*.

Bitterly, T. B., Li, M.[†], Kang, P., & Schweitzer, M. E. (2026). The Framing of Power, under review at *Organizational Behavior and Human Decision Processes*.

Li, M.[†], Bitterly, T. B., & Haggmann, D. (2026). Distrust Despite Human Oversight: AI Assistance Undermines Trust in Feedback, under review at *Psychological Science*.

Qu, B.[†], Bitterly, T. B., & Schweitzer, M. E. (2026). When Laughter Does (and Does Not) Harm Trust in Strategic Interactions, under review at *Journal of Personality and Social Psychology*.

SELECTED WORK IN PROGRESS

Li, M.[†], Bitterly, T. B., & Nason, S. W. (2026). When Disclosing AI Involvement Builds or Breaks Trust: Reversing the Attribute Framing Effect, *in preparation*.

Li, R., & Bitterly, T. B. (2026). The Joke's on US: How Humor Can Increase Perceived Warmth and Trust in China, but Not in the USA, *in preparation*.

Li, M.[†], Bitterly, T. B., & Cheung, C. S. (2026). Organic versus Synthetic Interactions and Trust, *in preparation*.

Ross, M.[†], Sezer, O., Bitterly, T. B., & Schweitzer, M. E. (2026). Implicit Beliefs about Humor, *in preparation*.

AWARDS & HONORS

Franklin Prize for Teaching Excellence, April 2024

- HKUST Business School's highest award for teaching excellence.

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 Ph.D. 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

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, T. B. 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*, Bitterly, T. B., O'Donnell, L. A., & McInnis, M. G. Tackling Stigma through Trust.

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 Annual Meeting*, Bitterly, T. B., O'Donnell, L. A., & McInnis, M. G. Tackling Stigma through Trust.

August 2024, *Academy of Management Annual Meeting*, 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.

June 2025, *International Association for Chinese Management Research*, Li, M., Bitterly, T. B., & Hagmann, D. How AI + Human Feedback Influences Trust.

July 2025, *International Association for Conflict Management*, Li, M., Bitterly, T. B., & Hagmann, D. How AI + Human Feedback Influences Trust.

July 2025, *International Association for Conflict Management*, Qu, B., & Bitterly, T. B., When Laughter Does (or Does Not) Harm Trust.

July 2025, *International Association for Conflict Management*, Choi, J., Li, M., Bitterly, T. B., & Chao, M. M., When Expectations Shatter: Investigating Integrity Erosion in Human (vs. AI) after Trust Violations.

August 2025, *Academy of Management Annual Meeting*, Li, M., Bitterly, T. B., & Hagmann, D. How AI + Human Feedback Influences Trust.

August 2025, *Academy of Management Annual Meeting*, 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.

February 2026, *Society of Personality and Social Psychology*, Bitterly, T. B., Nason, S. W., & Huang, X. How Using AI Makes You Less Trusting of Others.

June 2026, *Behavioral Decision Research in Management*, Li, M., Bitterly, T. B., & Hagmann, D. The Warmth Penalty: Recipient Resistance to Superior Feedback from Human-in-the-Loop Systems.

July 2026, *International Association for Conflict Management*, Li, M., Bitterly, T. B., & Nason, S. W. How AI Framing and Level of AI Involvement Influence Trust.

August 2026, *Academy of Management Annual Meeting*, Qu, B., Bitterly, T. B., & Schweitzer, M. E. When Laughter Does (and Does Not) Harm Trust.

August 2026, *Academy of Management Annual Meeting*, Li, M., Bitterly, T. B., & Nason, S. W. How AI Framing and Level of AI Involvement Influence Trust.

INVITED TALKS

October 2019, *London School of Economics Department of Management Seminar*, Bitterly, T. B., Strategic Communication: Deflecting Direct Questions.

November 2019, *Harvard Business School NOM Unit Seminar*, Bitterly, T. B., Strategic Communication.

November 2019, *Emory Business School Organization & Management Seminar*, Bitterly, T. B., Strategic Communication.

December 2019, *HKUST Management Department Seminar*, Bitterly, T. B., Strategic Communication.

January 2020, *UCL School of Management Organisations & Innovation Seminar*, Bitterly, T. B., Strategic Communication.

November 2022, *London School of Economics Department of Management Seminar*, Bitterly, T. B., Strategic Communication: Humorous Self-Disclosure.

September 2023, *HKUST MBA Masterclass*, Bitterly, T. B., Humor and Power in Today's Business World.

February 2024, *HKUST MBA Masterclass*, Bitterly, T. B., From Humans to Machines: Unraveling the Dynamics of Trust in Organizations and AI.

April 2024, *HKUST MBA Masterclass*, Bitterly, T. B., Strategic Communication in the Age of Digital Transformation.

May 2024, *HKUST Center for Education Innovation Professional Development Workshop*, Li, M., Bitterly, T. B., Hagmann, D., The Tin Man Dilemma: Why AI Needs a Heart to Win Our Trust.

July 2024, *Shandong University*, Li, M., & Bitterly, T. B., How Perceived Lack of Benevolence Harms Trust of Algorithmic Management.

August 2024, *World Economic Forum (WEF) Young Global Leaders (YGL) Education Module at HKUST*, Bitterly, T. B., AI Management & Trust.

September 2024, *HSBC Digitize at Scale Event*, Cheung, C. S. & Bitterly, T. B., Digital Humans and Trust.

October 2024, *HKUST Center for Education Innovation Professional Development Workshop*, Nason, S. W., & Bitterly, T. B., Solving Business Problems with Generative AI as Your Wingman: Developing Experiential Learning Exercises for Critical Thinking.

February 2025, *HKUST MBA Masterclass*, Bitterly, T. B., How Information Framing Influences AI-Driven Business Decisions.

March 2025, *HSBC Global Investment Summit*, Cheung, C. S., Wong, A. L. M., & Bitterly, T. B. Digital Humans and Trust.

April 2025, *HKUST MBA Masterclass*, Bitterly, T. B., How Humor Drives Leadership Success Across Cultures.

June 2025, *CUHK Shenzhen Lakeside Management Conference*, Bitterly, T. B., Nason, S. W., & Huang, X. How Using AI Makes You Less Trusting of Others.

December 2025, *World Economic Forum (WEF) Young Global Leaders (YGL) Education Module at HKUST*, Bitterly, T. B., The Warmth Penalty for AI and Human-in-the-Loop Evaluators.

December 2025, *HKUST Business School Advisory Council Annual Meeting*, Bitterly, T. B., The Warmth Penalty: Why We Distrust AI Managers.

February 2026, *HKUST MBA Masterclass*, Bitterly, T. B., The Trust-Laughter Paradox: Strategic Signals in Negotiations and Interviews.

March 2026, *NYU Shanghai Department Seminar*, Bitterly, T. B., The Warmth Penalty: Recipient Resistance to Superior Feedback from Human-in-the-Loop Systems.

April 2026, *The Hang Seng University of Hong Kong Management Department Seminar*, Bitterly, T. B., Trust in AI Management.

June 2026, *CUHK Shenzhen Lakeside Management Conference*, Bitterly, T. B., O'Donnell, L. A., & McInnis, M. G. Tackling Stigma through Trust.

June 2026, *Citi Private Bank Analyst Lecture Series*, Bitterly, T. B., Working Effectively with Senior Leaders.

June 2026, *Citi Private Bank Ignite Peer Learning Session with Bankers and Investment Counsellors*, Bitterly, T. B., Managing Client Pushback with Confidence and Trust.

PODCASTS

October 2016, *Knowledge at Wharton*, Bitterly, T. B., & Schweitzer, M. E., Using Humor in the Office: When it Works, When it Backfires.

April 2023, *CREST Bipolar Disorder Network*, Bitterly, T. B., & O'Donnell, L. A., Disclosure & Bipolar Disorder: Pros, Cons & Relationships.

August 2025, *HKUST MBA Superconnector Podcast*, Shih, S., & Bitterly, T. B., Breaking Barriers with Humor: A Fresh Take on Leadership and Connection.

RESEARCH STUDENTS

Ph.D. Students

- Mingyu Li, Ph.D. Student in HKUST Management Department (Primary Advisor), Degree Expected 2027
- Buding (Emma) Qu, Ph.D. Student in HKUST Management Department (Secondary Advisor), Degree Expected 2029

Undergraduate Students

- Shi Huang, Undergrad Student in HKUST Economics Department (UROP Advisor), Degree Received 2024, currently a Ph.D. student at UW Madison
- Lanysh Zhandaulet, Undergrad Student in HKUST Management Department with Extended Major in Digital Media and Creative Arts (Capstone Project Advisor), Degree Received 2026

Ph.D. DISSERTATION COMMITTEES

Jungmin Choi, HKUST Management Department, Defended May 2024

Changjoon (CJ) Rhee, HKUST Management Department, Defended December 2024

Roslina Yong, HKUST Management Department, Defended August 2025

PROJECTS AND GRANTS

Bitterly, T. B. (PI), & Hagmann, D. (PI). Are AI Users Cutting-Edge Innovators or Incompetent Slackers? Image Concerns in the Use and Adoption of Generative AI (EDGE02B-23S). Funding Agency: HKUST Center for Education Innovation (CEI). Amount: 250,000 HKD. Award Period: 1/6/2023-30/5/2025.

Nason, S. W. (PI), & Bitterly, T. B. (PI). Solving Problems with Generative AI as your Wingman (EDGE15B-23S). Funding Agency: HKUST Center for Education Innovation (CEI). Amount: 241,200 HKD. Award Period: 1/1/2024-30/6/2025.

Hui, P. (PI), & Bitterly, T. B. (Co-PI). Digital Humans: Perceptions of Growth and Trust. Funding Agency: HSBC Global Services (Hong Kong) Limited. Amount: 500,000 HKD. Award Period: 1/3/2024-30/9/2025.

Hui, P. (PI), & Bitterly, T. B. (Co-PI). Org Innovation and the Role of AI Agents in Enhancing Productivity, Part II: Metaverse AI Avatars for Corporate Training and Collaboration; Deepfake Scam Detection and Mitigation in Banking. Funding Agency: HSBC Global Services (Hong Kong) Limited. Amount: 500,000 HKD. Award Period: 1/4/2026-31/3/2027.

Bitterly, T. B. (PI). How Unpredictable Volatility Shapes Trust (RGC Ref No. 16506924). Funding Agency: Research Grants Council of Hong Kong. Amount: 757,817 HKD. Award Period: 1/10/2024-30/9/2027.

Chen, S. (PI), Bitterly, T. B. (Co-PI). AI-Driven Healthcare: Enhancing Patient Engagement through Trust-Centric Platforms (SBMSFFBR26BM06). Funding Agency: HKUST SBM Strategic Fund. Amount: 1,120,000 HKD. Award Period: 1/10/2025-30/6/2028.

Bitterly, T. B. (PI), & Nason, S. W. (PI). Developing an AI Chatbot Platform for Teaching and Learning (TLIP 201B-2526). Funding Agency: HKUST Center for Education Innovation (CEI). Amount: 300,000 HKD. Award Period: 1/12/2025-31/1/2027.

Bitterly, T. B. (PI), Nason, S. W. (PI), Wong, J. K. (PI). Growing ACTR for Cross-Disciplinary Experiential Learning and Research (Large TLIP FF651). Funding Agency: HKUST Center for Education Innovation (CEI) and HKUST SBM. Amount: 748,566 HKD. Award Period: 1/6/2026-30/5/2028.

PROFESSIONAL SERVICE

Guest Editor

- *Current Opinion in Psychology* (2022-2024)

Journal Reviewer

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

Service to HKUST Business School

Committee Membership:

Management Department Research Committee (Fall 2020-Present)

Management Department Social Committee (Fall 2022-Present)

Management Department Recruiting Committee (Fall 2023-Present)

Franklin Prize Selection Committee (Spring 2025-Present)

Faculty Co-Lead, AI Chatbot for Teaching and Research (ACTR; Summer 2025-Present)

- School-wide platform for AI-enabled research and teaching

Founding Circle Member of the Center for Education Innovation's Student-Driven Community of Practice for Developing AI Teaching and Learning Practices (Summer 2024-Present)

- Met with faculty and students to encourage student exploration of projects related to AI in education.

SBM Faculty Orientation

Research Postgraduate Student Supervision Panel Discussant (2025, 2026)

Teaching Panel Discussion (2025)

Undergraduate Recruitment and Admissions

Participated in recruitment trip to Manila, Philippines (2024)

HKUST BizTalks Series

Invited host for Fall Term session 3: “Corporate Strategy in a Complex Landscape: Mergers, Ideology, and Market Trends” (2025)

Service to Ross School of Business

Co-organizer of Management & Organization Seminar (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

Spring 2024: 2 Sections, Ratings of 4.75/5.0, 4.93/5.0

Spring 2025: 2 Sections, Ratings of 4.78/5.0, 4.87/5.0

Spring 2026: 2 Sections, Ratings of 4.74/5.0, 4.76/5.0

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

Summer 2024: 1 Section, Rating of 4.17/5.0

Spring 2025: 1 Section, Rating of 4.63/5.0

Spring 2026: 1 Section, Rating of 4.81/5.0

Digital MBA Course Instructor

Fall 2024: 1 Section, Rating of 4.53/5.0

Fall 2025: 1 Section, Rating of 4.93/5.0

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

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, Non-Equity Research Data Analyst, 2011-2012