

Beth Anne Helgason

Yale School of Management
165 Whitney Avenue, New Haven, CT 06511
ba.helgason@yale.edu | bethannehelgason.com

ACADEMIC POSITIONS

Yale School of Management Assistant Professor of Organizational Behavior	2024-present
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EDUCATION

London Business School Ph.D. in Organizational Behavior Visiting Scholar, UC Berkeley Haas School of Business	2024 2022
Smith School of Business, Queen's University M.Sc. in Organizational Behavior	
Queen's University B.Sc. in Psychology with Honors	

PEER-REVIEWED PUBLICATIONS

[†]denotes equal authorship

[†]Langdon, J.A., [†]Helgason, B.A., Qiu, J., & Effron, D.A. (2024). "It's not literally true, but you get the gist." How nuanced understandings of truth encourage people to condone and spread misinformation. *Current Opinion in Psychology*, 57, 101788.

Kundro, T.G., Croitoru, N.L., & Helgason, B.A. (2024). Moral or lawful? When legal constraints reverse the motivational benefits of moral considerations. *Organization Science*.

Effron, D.A. & Helgason, B.A. (2023). Moral inconsistency. *Advances in Experimental Social Psychology*, 67, 1-72.

Helgason, B.A., & Effron, D.A. (2022). It might become true: How prefactual thinking licenses dishonesty. *Journal of Personality and Social Psychology*, 123(5), 909-940.

Helgason, B.A., & Berman, J.Z. (2022). Reflecting on identity change facilitates confession of past misdeeds. *Journal of Experimental Psychology: General*, 151(9), 2259-2264.

Effron, D.A. & Helgason, B.A. (2022). The moral psychology of misinformation: Why we excuse dishonesty in a post-truth world. *Current Opinion in Psychology*, 47, 101375.

Helgason, B.A., & Effron, D.A. (2022). From critical to hypocritical: Counterfactual thinking increases partisan disagreement about media hypocrisy. *Journal of Experimental Social Psychology*, 101, 104308.

UNDER REVIEW OR REVISION

Helgason, B.A., & Effron, D.A. Advice as permission: Licensing self-interest by selectively seeking and taking advice. *Revise and resubmit at Management Science*.

Helgason, B.A., Langdon, J.A., Qiu, J., & Effron, D.A. Taking the ingroup seriously but the outgroup literally: Political polarization and flexible standards of honesty. *Revise and resubmit at Psychological Science*.

SELECTED RESEARCH IN PROGRESS

Wang, B., & Helgason, B.A. How LLMs navigate nuanced misinformation.

Dillion, D., Chen, C.L., Wang, B., Galesic, M., & Helgason, B.A. The moral values alignment pipeline.

Dillion, D., Helgason, B.A., et al. The global virtues atlas for culturally enriched AI.

Helgason, B.A., Konczak, T.F., Wei, L., & Talhelm, T. Cultural differences in condemning half-truths.

Helgason, B.A., & Effron, D.A. Algorithmic license: People selectively use hiring algorithms' advice to justify race-based evaluations.

Helgason, B.A. & Dannals, J.E. The social transmission of dishonesty.

AWARDS, GRANTS, & HONORS

Dean's Office Research Grant, Yale SOM (with Balazs Kovacs; 2025)

Cecilia Reyes Award, London Business School (2023)

The Leadership Institute Research Grant, London Business School (2022)

Doctoral Fellowship, SSHRC of Canada (2019)

Joseph-Armand Bombardier Graduate Scholarship, SSHRC of Canada (2019)

Queen's Graduate Award, Smith School of Business (2018)

Medal in Psychology, Queen's University

Ann Adamson Scholarship in Psychology, Queen's University

Carl Reinhardt Scholarship in Physics, Queen's University

INVITED TALKS

University of Chicago, Booth School of Business (2023)

Yale University, Yale School of Management (2023)

University of Toronto Scarborough, Rotman School of Management (2023)
University of Southern California, Marshall School of Business (2023)
Duke University, The Fuqua School of Business (2023)
Harvard University, Harvard Business School (2023)

CHAired SYMPOSIA

Helgason, B.A., & Effron, D.A. (2025). Political polarization and misinformation: Mechanisms and interventions. Society for Experimental Social Psychology, Lisbon.

Helgason, B.A. (2023). AI ethics in the workplace: Challenges and opportunities. Academy of Management Annual Meeting, Boston.

Helgason, B.A. (2022). Prompting and punishing transgressions: Interpersonal causes and consequences of unethical behavior. Academy of Management Annual Meeting, Seattle.

Helgason, B.A. (2021). Intertemporal insights on moral judgment and decision making. Society for Personality and Social Psychology, online.

Helgason, B.A., & Fa-Kaji, N.M. (2020). Believing is seeing: Motivated reasoning, moral judgments, and divergent perceptions of social issues. Academy of Management Annual Meeting, online.

SELECTED CONFERENCE TALKS

Cultural differences in condemning half-truths

- *International Association of Conflict Management*, Vienna (2026)
- *Academy of Management Annual Meeting*, Philadelphia (2026)

Political polarization and flexible standards of honesty

- *Political Psychology Preconference, Society for Personality and Social Psychology*, Chicago (2026)
- *International Association of Conflict Management*, Burlington (2025)
- *Society of Experimental Social Psychology*, Lisbon (2025)

The social transmission of dishonesty

- *Berkeley Haas Culture Connect Conference*, Berkeley (2025)

Algorithmic license

- *Academy of Management Annual Meeting*, Boston (2023)
- *International Association of Conflict Management*, Thessaloniki (2023)

Advice as permission: Selective advice taking to license self-interest

- *Academy of Management Annual Meeting*, Seattle (2022)
- *International Association of Conflict Management*, online (2021)

When legal constraints reverse the motivational benefits of moral considerations

- *Academy of Management Annual Meeting*, Boston (2023)

It might become true: How prefactual thinking licenses dishonesty

- *Academy of Management Annual Meeting*, Seattle (2022)
- *Justice and Morality Preconference, Society for Personality and Social Psychology*, online (2022)
- *Society for Judgment and Decision Making*, online (2020)

Reflecting on identity change facilitates confession of past misdeeds.

- *Society for Judgment and Decision Making*, online (2022)
- *Society for Personality and Social Psychology*, online (2021)

Counterfactual thinking increases partisan disagreement about media hypocrisy

- *Academy of Management Annual Meeting*, online (2020)
- *International Association for Conflict Management*, Dublin (2019)

TEACHING EXPERIENCE

Business Ethics (2025-present)

MBA and Master's in Asset Management programs at Yale SOM

SELECTED MEDIA MENTIONS

CNN, CTV News, Financial Times, Harvard Business Review, Psychology Today, Think at London Business School

ACADEMIC SERVICE

Journal Reviewing (ad hoc)

Journal of Experimental Psychology: General; Journal of Personality and Social Psychology; Management Science; Nature Reviews Psychology; Organization Science; Personality and Social Psychology Bulletin; Psychological Science; Proceedings of the National Academy of Sciences; Social Justice Research