



**Copenhagen
Business School**
HANDELSHØJSKOLEN

LAUREL C. AUSTIN

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EDUCATION

1996 Ph.D., Management and Decision Sciences, Carnegie Mellon University
1989 M.S.E., Industrial and Operations Engineering, University of Michigan
1986 B.S., Industrial Engineering, Northwestern University

Ph.D. Dissertation

Consumers' Insurance Decisions: An Empirical Study of Four Real World Decisions
Thesis Committee: Baruch Fischhoff (Chair), Robyn M. Dawes, Paul Fischbeck, and Howard Kunreuther (Wharton). One of the first studies to use a mental models methodology in the study of risk perception and risk management.

ACADEMIC APPOINTMENTS

2009 – Present Assistant Professor, Department of Management, Politics and Philosophy, Copenhagen Business School
2007 – 2009 Postdoctoral Fellow, Department of Management, Politics and Philosophy Copenhagen Business School
2009 (Jan-May) Lecturer, Danish Institute for Study Abroad, Copenhagen
2007 – Present Guest Researcher, Research Unit for General Practice and Section of General Practice, Department of Public Health, University of Copenhagen

Teaching Assignments – Copenhagen Business School

Fall 2011 Managerial Decision Making, Executive level (course head)
 Psychology of Decision Making, Master's level (course head)
 Psychology of Decision Making and Risk Management, Undergraduate level (course head)

Fall 2010 Managerial Decision Making, Executive level
 Psychology of Decision Making, Master's level (course head)
 Psychology of Decision Making and Risk Management, Undergraduate level (course head)

Fall 2009 Psychology of Decision Making, Master's level (course head)
 Psychology of Decision Making, Undergraduate level (course head)
 Organizational Behavior, International Business, Undergraduate (course head)

RELATED EXPERIENCE

2006 – Present Principal, LCA Professional Services. Subcontract to Decision Partners, Toronto, Canada.
1989 – 1993 Research Assistant to Baruch Fischhoff, Carnegie Mellon University. Teaching: Research Methods; Behavioral Decision Theory; Information Systems.

- 1992 Research Assistant to Lester Lave (CMU) and Tom Songer, School of Public Health, University of Pittsburgh
- 1989 – 1991 Research Engineer, EDS Management Consulting, Ann Arbor, Michigan. Researched group use of collaborative information technology.
- 1988 – 1989 Research Associate, Industrial Technology Institute, Ann Arbor, Michigan. Member of concept team for “Dr. Factory,” a manufacturing expert system.
- 1987 – 1989 Teaching assistant, University of Michigan. Engineering Statistics; Senior Project Course; Managing Technical Change.
- 1986 – 1987 Management Consultant, Andersen Consulting, Detroit, Michigan

AWARDS AND HONORS

Co-PI with Baruch Fischhoff, NSF grant SES92-10600 for Doctoral Dissertation Research in Decision, Risk and Management Science.
National Needs Fellow, Industrial and Operations Engineering, University of Michigan, 1989.

SCIENTIFIC FOCUS

My research uses methods from cognitive psychology and decision analysis to model, elicit and analyze how individuals think about and manage risk and uncertainty. My current research applies these methods to medical professionals’ and patients’ decisions regarding asymptomatic or future disease, consumer insurance decisions, and mining managers’ perceptions of health and safety technology adoption. I am currently working on a project for the FDA in the US, conducting research that will inform the FDA strategy for educating retailers about tobacco regulations. I have also researched how small-group work is mediated by collaborative technologies, adolescent risk behaviors, and policymaking concerning potential risks of hearing-impaired drivers.

PUBLICATIONS

Refereed Journal Publications

- Austin, Laurel, Susanne Reventlow, Peter Sandøe, and John Brodersen. (forthcoming) The structure of medical decisions: Uncertainty and risk in five decision situations. *Health, Risk and Society*, special issue on Health Care through the Lens of Risk.
- Austin, Laurel and Baruch Fischhoff. (forthcoming) Injury prevention risk communication: A mental models approach. *Injury Prevention*. Published Online First: 16 November 2011 doi:10.1136/injuryprev-2011-040079
- Austin, Laurel C. and Baruch Fischhoff. (2010). Consumers’ collision insurance decisions: a mental models approach to theory evaluation. *Journal of Risk Research*. Published online: 21 April 2010, (iFirst). DOI: 10.1080/13669871003703278. Print version: October 2010, Vol. 13 Issue 7, p895-911
- Austin, Laurel C., Gordon Butte, Sarah Thorne and John Stewart. (2010). Aids and Barriers to Improving OSH Performance Improvements in South African Mines. *Injury Prevention*, Vol 16, Supplement No. 1:229 (abstract).
- Austin, Laurel C., Gordon Butte, and Sarah Thorne. (2010) A Mental Models Methodology for Understanding Use (and non-use) of Preventive Measures. *Injury Prevention*, Vol 16, Supplement No. 1:213 (abstract)
- Austin, Laurel, C., Jeffrey K. Liker, and Poppy L. McLeod. (1993). Who Controls the Technology in Group Support Systems? Determinants and Consequences. *Human-Computer Interaction*. 8, 217-236.
- Beyth-Marom, Ruth, Laurel Austin, Baruch Fischhoff, Claire Palmgren, and Marilyn Jacobs-Quadrel. (1993). Perceived Consequences of Risky Behaviors: Adults and Adolescents. *Developmental Psychology*. 29:3, 549-63.

Horton, Marjorie, Priscilla Rogers, Laurel Austin, and Michael McCormick. (1991). Exploring the Impact of Face-to-face Collaborative Technology on Group Writing. *Journal of Management Information Systems*, 8(3), 27-48.

Book Chapters

Austin, Laurel. (2011). SUDEP: Risk Perception and Communication. In *Sudden Unexpected Death in Epilepsy: Continuing the Global Conversation*. Chapman, D., and Panelli, R., Hanna, J., and Jeffs, T. (eds). Camberwell Victoria: Epilepsy Australia Ltd. p. 96-97.

Refereed Proceedings

Austin, Laurel. (2009). *Developing a Framework for Research on Individual-level Medical Risk Management*. Published abstract in Løkke, H. (ed.) 2009: Multiple Stressors Conference – Novel Methods for Integrated Risk Assessment, Proceedings, Aarhus University, 28th-30th September, 2009. National Environmental Research Institute, Aarhus University, p. 58.

Horton, Marjorie, Priscilla Rogers, Laurel Austin, David Brimm, and Michael McCormick. (1991). The Impact of Face-to-face Collaborative Technology on Group Writing. In Nunamaker, J., and Sprague, R. (Eds.) *Proceedings of the Twenty-Fourth Annual Hawaii International Conference on System Sciences. Vol. IV, Organizational Systems and Technology Track*, (pp 298-307). Los Alamitos, CA: IEEE Computer Society Press.

Austin, Laurel C., Jeffrey J. Liker, J., and Poppy L. McLeod. (1990). Determinants and Patterns of Control over Technology in a Computerized Meeting Room. *Computer Supported Cooperative Work: Proceedings of the 1990 ACM Conference on Computer-Supported Cooperative work*. New York: ACM, 39-51. Available online at: <http://portal.acm.org/citation.cfm?id=99332.99340>

Research Reports

Songer, Thomas, J., Ronald E. LaPorte, Catherine V. Palmer, Lester B. Lave, Evelyn Talbott, Jennifer S. Gibson, and Laurel C. Austin. (March 1993), Hearing Disorders and Commercial Motor Vehicle Drivers. Report for the US Federal Highway Administration. Report no. FHWA-MC-93-004. 157 pages.

Conference Presentations and Workshops

Austin, Laurel, Susanne Reventlow, Peter Sandøe and John Brodersen. (2011). The structure of medical decisions: A systematic look at uncertainty in five decision situations. Paper presented at the 5th Nordic Conference on Health Organization and Management, Copenhagen, January 13-14, 2011.

Austin, Laurel C., Gordon Butte, Sarah Thorne and John Stewart. Aids and Barriers to Improving OSH Performance Improvements in South African Mines. Paper presented at the Safety 2010 World Conference, London, Sept 21-24.

Austin, Laurel C., Gordon Butte, and Sarah Thorne. A Mental Models Methodology for Understanding Use (and non-use) of Preventive Measures. Poster presentation at Safety 2010 World Conference, London, Sept 21-24.

Austin, Laurel, Susanne Reventlow, Peter Sandøe and John Brodersen. (2010). *Structuring Uncertainty in Shared Medical Decisions*. Paper presented at the Academy of Management Annual Meeting, August 6-10, Montreal, Ontario.

Austin, Laurel and Baurch Fischhoff. (2009). *Consumers' Collision Insurance Decisions: A Mental Model Approach to Theory Testing and Refinement*. Paper presented at the Strategic Risk Management: Strategy as Risk Management and Risk Management as Strategy Conference. June. Copenhagen Business School.

Austin, Laurel, John Brodersen, Susanne Reventlow, and Peter Sandøe, P. (2009). A Framework of Uncertainty in Medical Decision Making. Workshop conducted at the 16th Nordic Congress of General Practice, May 13-16, Copenhagen.

Austin, Laurel, Volkert Siersma, Hans Lynge Jensen, and John Brodersen. (2009). *Communicating Test Results: Considering diagnostic and screening tests*. Workshop conducted at the 16th Nordic Congress of General Practice, May 13-16, Copenhagen.

Austin, Laurel, John Brodersen, Susanne Reventlow, and Peter Sandøe. (2008). *Medical Decision Making for Today and for the Future: A Taxonomy of Shared Medical Decisions*. Poster at the Society for Judgment and Decision Making Conference, Nov 14-17, Chicago.

Invited Presentations

Austin, Laurel. (2010). *Risks in Decision Making – Psychological and cognitive limitations and biases*. Strategic Risk Management Conference. June. Copenhagen Business School.

Austin, Laurel. (2009). *Risk Perception and Decision Making*. Strategic Risk Management: Strategy as Risk Management and Risk Management as Strategy Conference. June. Copenhagen Business School.

Working Papers

Austin, Laurel, Gordon Butte, John Stewart and Sarah Thorne. Improving Occupational Safety and Health in South Africa Mines: Developing a context appropriate process for adopting best practices.

Austin, Laurel, Volkert Siersma, Hans Lynge Jensen, and John Brodersen. *Communicating Diagnostic and Screening Test Results*

Austin, Laurel. *Patients and Doctors: Risk Managers, Balancing the Tension Between Prevention Logic and Overtreatment Concerns*.

SOCIETY MEMBERSHIPS

Academy of Management
American Risk and Insurance Association
Society for Risk Analysis

LANGUAGES

Native English Speaker
Some Danish