

**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

**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**

2015 – present Associate Professor of Strategic Decision Making and Risk Management  
Department of Strategic Management and Globalization, Copenhagen Business School

2012 – 2015 Associate Professor of Risk Management and Decision Making,  
Department of Management, Politics, & Philosophy, Copenhagen Business School

2009 – 2012 Assistant Professor of Risk Management and Decision Making,  
Department of Management, Politics, & Philosophy, Copenhagen Business School

2007 – Present Guest Researcher, Research Unit for General Practice and Section of General Practice,  
Department of Public Health, University of Copenhagen

2007 – 2009 Postdoctoral Fellow, Department of Management, Politics, & Philosophy,  
Copenhagen Business School

2009 Lecturer, Danish Institute for Study Abroad, Copenhagen

**Teaching Assignments – Copenhagen Business School**

Fall 2015 and 2014 Managerial Decision Making and Risk Management, Masters (course head)  
Strategic Decision Making in Entrepreneurship, Masters (course head)  
Decision Making and Risk Management, Undergraduate (course head)

Fall 2013 Managerial Decision Making and Risk Management, Masters (course head)  
Decision Making and Risk Management, Undergraduate (course head)

Fall 2012 Psychology of Decision Making and Risk Management, Undergraduate (course head)  
Managerial Decision Making, FT-MBA Program

Fall 2011 Psychology of Decision Making, Masters (course head)  
Psychology of Decision Making and Risk Management, Undergraduate (course head)  
Managerial Decision Making, FT-MBA Program (course head)

- Fall 2010      Psychology of Decision Making, Masters (course head)  
 Psychology of Decision Making and Risk Management, Undergraduate (course head)  
 Managerial Decision Making, FT-MBA Program
- Fall 2009      Psychology of Decision Making, Masters (course head)  
 Psychology of Decision Making, Undergraduate (course head)  
 Organizational Behavior, International Business Program, Undergraduate (course head)

**Teaching Assignments – Other**

- Spring 2013    Managerial Decision Making, Executive MBA program, University of New Brunswick, St. John, NB, Canada
- Spring 2012    Managerial Decision Making, Executive MBA program, University of New Brunswick, St. John, NB, Canada
- Spring 2009    Psychology of Decision Making, Danish Institute for Study Abroad, Copenhagen, Denmark

**RELATED EXPERIENCE**

- 2006 –          Senior Researcher engaged by Decision Partners (research organization) on risk perception and risk communication projects related to nuclear energy, microbial risks in farming, retailer decision making, electrical occupational safety, and occupational safety in mines.
- 1989 – 1993    Research Assistant for Baruch Fischhoff, Carnegie Mellon University  
 Teaching: Research Methods; Behavioral Decision Theory; Information Systems
- 1992            Research Assistant for Lester Lave, Carnegie Mellon University and Tom Songer, School of Public Health, University of Pittsburgh
- 1989 – 1991    Research Consultant, Electronic Data Systems (EDS), Management Consulting Division, Ann Arbor, Michigan. Research on social impacts 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 (now Accenture), Detroit, Michigan

**AWARDS AND HONORS**

- Outstanding New Case Writer Award, international competition organized by the Case Centre (2015). For teaching case *UCSD: A cancer cluster in the literature building?* Copenhagen: Copenhagen Business School
- Editor’s Choice Article. Austin, Laurel C. and Baruch Fischhoff. (2012). Injury Prevention Risk Communication: A Mental Models Approach. *Injury Prevention*. 18(2), 124-129.
- Co-PI with Baruch Fischhoff on NSF grant SES92-10600 for Doctoral Dissertation Research in Decision, Risk and Management Science, 1992.
- National Needs Fellowship, Industrial and Operations Engineering, University of Michigan, 1989.

## SCIENTIFIC FOCUS

My research employs qualitative and quantitative methods from cognitive psychology, experimental psychology, and decision analysis to model, elicit, and analyze decisions that involve risk and uncertainty. One primary line of my research applies these methods to decisions medical professionals and patients face regarding preventive screening and medical intervention to prevent possible, future disease. Another, related, stream of my research focuses on perceptions of the health and safety implications of technology adoption, and decisions that involve taking risks in industrial settings (e.g., decisions to violate a safety procedure). I am now working on a project for the US Food and Drug Administration (FDA) that will inform that agency's approach to educating retailers about regulations that prohibit the sale of tobacco products to youth. In the past, I have researched how small-group work is mediated by collaborative technologies, consumer insurance decisions, why adolescents engage in risky behaviors, and what policies should be used to manage risks to public safety posed by hearing-impaired truck drivers.

## PUBLICATIONS

### Refereed Journal Articles

- Austin, Laurel C., Susanne Reventlow, Peter Sandøe, and John Brodersen. (2013). The Structure of Medical Decisions: Probability, Uncertainty and Risk in Five Common Choice Situations. *Health, Risk & Society*, 15(1), 27-50.
- Austin, Laurel C. and Baruch Fischhoff. (2012). Injury Prevention Risk Communication: A Mental Models Approach. *Injury Prevention*. 18(2), 124-129. (Chosen as Editor's Choice).
- Austin, Laurel C. and Baruch Fischhoff. (2010). Consumers' Collision Insurance Decisions: A Mental Models Approach to Theory Evaluation. *Journal of Risk Research*. October 2010, 13(7), 895-911.
- 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 C. (forthcoming). *Risk as Feeling* in Risk Taking and Risk Management in Organizations. Chapter in *The Routledge Companion on Strategic Risk Management*, edited by Torben Juul Andersen, Routledge Publishers
- Austin, Laurel C. (2014). Fear, risk perception, and physician SUDEP risk communication. In: Hanna J, Panelli R, Jeffs T, Chapman D, editors, *SUDEP: Continuing the global conversation, 3<sup>rd</sup> edition* [online]. SUDEP Action, SUDEP Aware & Epilepsy Australia; 2014. Available at: <http://www.sudepglobalconversation.com/#!austin/c212s>
- Austin, Laurel C. (2011). SUDEP: Risk Perception and Communication. In Chapman, D., and Panelli, R., Hanna, J., and Jeffs, T. (eds), *Sudden Unexpected Death in Epilepsy: Continuing the Global Conversation* (pp 96-97). Camberwell Victoria: Epilepsy Australia Ltd.

### Abstracts in refereed journals

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.

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.

### Published Teaching Cases and Teaching Notes

Austin, Laurel. (2015). *UCSD: A cancer cluster in the literature building?* (A Case). Copenhagen: Copenhagen Business School. Distributed by The Case Centre, Cranfield, England. 215-010-1. Winner of the 2015 Case Centre Outstanding New Case Writer Competition.

Austin, Laurel. (2015). *UCSD: A cancer cluster in the literature building?* (B Case). Copenhagen: Copenhagen Business School. Distributed by The Case Centre, Cranfield, England. 215-011-1

Austin, Laurel. (2015). *UCSD: A cancer cluster in the literature building?* (Teaching Note). Copenhagen: Copenhagen Business School. Distributed by The Case Centre, Cranfield, England. 215-010-8

### Audio-Visual Presentations

Austin, Laurel. (2012). "Cognitive limitations and biases in risk decisions", in Andersen, T.J. (ed.), *Risk Management for Corporate Leaders: The Marketing & Management Collection*, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM1593286-Austin>)

### 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, 28<sup>th</sup>-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, (pp. 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.

- Austin, Laurel C., Gordon Butte, Sarah Thorne and John Stewart. (2010). Aids and Barriers to Improving OSH Performance Improvements in South African Mines. Paper presented at the Safety 2010 World Conference, London, September 21-24.
- Austin, Laurel C., Gordon Butte, and Sarah Thorne. A Mental Models Methodology for Understanding Use (and non-use) of Preventive Measures. (2010). Poster presentation at Safety 2010 World Conference, London, September 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 Lyng 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, November 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.

### **Pod-casts**

- Austin, Laurel. (2012). Injury Prevention Risk Communication: A Mental Models Approach. Interview with Brian Johnston, editor of *Injury Prevention*. Available at:  
<http://injuryprevention.bmj.com/content/18/2/124/suppl/DC1>

### **OTHER**

- Supervisor of Marianne Eriksen and Mikkel Lenskjold, winners of the 2015 Best Bachelor Thesis in Business Administration and Service Management at CBS.

### **PROFESSIONAL CONTRIBUTIONS**

#### **Reviewer for Academic Journals**

- PNAS (2015)  
 Journal of Risk Research (2014, 2015)  
 Journal of Energy Policy (2014)  
 Medical Decision Making (2014)  
 Journal of Experimental Psychology: Applied (2013-2015)

British Medical Journal, 2009, 2012  
African Journal of Business Management 2012  
Injury Prevention, 2011, 2015  
Social Problems, 2015

**Reviewer for Government Grant Agencies**

National Science Foundation (USA), Decision, Risk and Management Science Program, 2011 and 2012

**SOCIETY MEMBERSHIPS**

Academy of Management  
American Risk and Insurance Association  
Society for Risk Analysis  
Society for Judgment and Decision Making

**LANGUAGES**

Native English Speaker  
Some Danish