

# SMRITHI PRASAD

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## ACADEMIC POSITIONS

2017- Present     **Post-doctoral Research and Teaching Fellow** at the Lloyd Greif Center for Entrepreneurial Studies & Founder's Central (*Research Area: Entrepreneurship*)  
University of Southern California, Marshall School of Business  
Advisors: Cheryl Wakslak and Noam Wasserman

## EDUCATION

2017                **Ph.D. in Psychology** (*Research Area: Social Psychoendocrinology*)  
University of Oregon  
Advisor: Pranjal H. Mehta  
Dissertation: Role of Mindfulness in Economic Risk-Taking

2012                **Master of Science in Management** (*Research Area: Organizational Behavior*)  
National University of Singapore (NUS)

2009                **Bachelor of Social Sciences** (Hons.) (*Major in Psychology and Minor in Management*)  
National University of Singapore (NUS)

## RESEARCH INTERESTS

My research lies at the intersection of social psychology, behavioral endocrinology, organizational behavior, and entrepreneurship. Specifically, I examine how individuals make decisions and perform in stressful and competitive contexts, and the underlying psychobiological micro-foundations of those behaviors. I use rigorous laboratory paradigms and naturalistic field methodologies to test my questions.

*Keywords:* hormones, decision-making, stress, competition, status, organizational behavior, entrepreneurship

## PUBLICATIONS

**Prasad, S.\***, Knight, E. L.\*, & Mehta, P. H. (2019). Basal testosterone's relationship with dictator game decision-making depends on cortisol reactivity to acute stress: A dual-hormone perspective on dominant behavior during resource allocation. *Psychoneuroendocrinology*<sup>1</sup>, 101, 150-159. \* shared first authorship

**Prasad, S.**, Lassetter, B., Welker, K.M., & Mehta, P.H. (2019). Unstable correspondence between salivary testosterone measured using enzyme immunoassays and tandem mass-spectrometry. *Psychoneuroendocrinology*, 109, 104373.

**Prasad, S.**, Narayanan, J., Lim, K. G. Lim, Koh, G. C. H., Koh, D. S., & Mehta, P. H. (2017). Preliminary evidence that acute stress moderates basal testosterone's association with retaliatory behavior. *Hormones and Behavior*<sup>2</sup>, 92, 128-140.

Casto, K. V., & **Prasad, S.** (2017). Recommendations for the study of women in hormones and competition research. *Hormones and Behavior*, 92, 190-194.

Welker, K.M., **Prasad, S.**, Srivastava, S., & Mehta, P.H. (2017). Basal cortisol's relation to testosterone changes may not be driven by social challenges. *Psychoneuroendocrinology*, 85, 1-5.

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<sup>1</sup> Impact factor of *Psychoneuroendocrinology*: 4.731

<sup>2</sup> Impact factor of *Hormones and Behavior*: 4.445

Welker, K. M., Lassetter, B., Brandes, C., **Prasad, S.**, Koop, D. R., & Mehta, P. H. (2016). A comparison of salivary testosterone measurement using immunoassays and tandem mass spectrometry. *Psychoneuroendocrinology*, *71*, 180-188.

Mehta, P. H., & **Prasad, S.** (2015). The dual-hormone hypothesis: A brief review and future research agenda. *Current Opinion in Behavioral Sciences*<sup>3</sup>, *3*, 163-168.

Mehta, P. H., Mor, S., Yap, A., & **Prasad, S.** (2015). Dual-hormone changes are related to bargaining performance. *Psychological Science*<sup>4</sup>, *26*, 866-876.

Mehta, P. H., van Son, V., Welker, K. M., **Prasad, S.**, Sanfey, A. G., Smidts, A., & Roelofs, K. (2015). Exogenous testosterone in women enhances and inhibits competitive decision-making depending on victory-defeat experience and trait dominance. *Psychoneuroendocrinology*, *60*, 224-236.

Narayanan, J., & **Prasad, S.** (2015). Neurobiological motivational systems and their implications for organizational behavior. *Biological Foundations of Organizational Behavior*. University of Chicago Press.

**Prasad, S.**, & Narayanan, J. (2011) Physiology of negotiations. *Negotiation Excellence: Successful Deal Making*. World Scientific.

### **MANUSCRIPTS UNDER REVIEW AND IN PREPARATION**

**Prasad, S.**, Knight, E.L., Sarkar, A., Welker, K.W., Lassetter, B.L., & Mehta, P.H. Testosterone fluctuations in response to a democratic election predicts partisan attitudes toward the elected leader (Under review at *PNAS*).

**Prasad, S.**, Wakslak, C., & Wasserman, N. Testosterone and entrepreneurship: Where we are and where we should go (Target Journal: *Journal of Management Inquiry*).

**Prasad, S.**, van Overveld, M., Figner, B., Lins, J., O’Creedy, M.F., Smidts, A., & Mehta, P.H. The role mindfulness in economic decision-making (Target Journal: *Organizational Behavior and Human Decision Processes*).

Knight, E. L., Sarkar, A., **Prasad, S.**, & Mehta, P.H. The emergence of the dual hormone hypothesis and future directions (Target Journal: *Hormones & Behavior*).

Mehta, P.H., **Prasad, S.**, van Overveld, M., Figner, B., Lins, J., O’Creedy, M.F., & Smidts, A. The neuroendocrine underpinnings of mindfulness meditation in traders.

### **OTHER RESEARCH PROJECTS**

- The investor-entrepreneur fit: Linguistic and psychological determinants of success in an angel investing context with C. Wakslak and R. Sudek.
- Biological and psychological determinants of performance during entrepreneurial pitch competitions with C. Wakslak and N. Wasserman.
- Role of gender composition within entrepreneurial teams in investing decisions with C. Wakslak.
- Role of perspective-taking on endocrine profiles in an integrative negotiation context with P.H. Mehta.
- Large-scale intergroup competition influences temporal shifts in coupling of the HPA and HPG axes: Evidence from a US Presidential Election with H. Laurent and P.H. Mehta.
- Validity of oral swabs used in the collection of salivary hormones with C. Brandes and P.H. Mehta.

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<sup>3</sup> Impact factor of *Current Opinion in Behavioral Sciences*: 3.422

<sup>4</sup> Impact factor of *Psychological Science*: 6.128

## **CONFERENCE PRESENTATIONS**

### **Talks**

Prasad, S., Knight, E. L., Mehta, P. H., Wakslak, C., Wasserman, N. (May, 2018). The effects of basal testosterone on status-seeking behavior depend on the level of cortisol responses to acute stressors. Talk presented at the 3<sup>rd</sup> Annual USC Postdoctoral Research Symposium

Prasad, S., & Mehta, P. H. (August, 2016). Neuroendocrine responses to perspective taking: Evidence from a negotiation context. Talk presented at the *Academy of Management*, Anaheim, CA.

Prasad, S., Mehta, P. H., & Lassetter, B. (February, 2014). The endocrinological and affective underpinnings of the 2012 presidential election. Data blitz presented at the Social Neuroendocrinology Preconference in the annual meeting of the *Society for Personality and Social Psychology*, Austin, TX.

Prasad, S., Narayanan, J. Mehta, P. H., Lim, V. K G., Koh, G. C. H., & Koh, D. S. (January, 2013). The effect of social stress and testosterone on reactions to unfairness in bargaining interactions. Data blitz presented at the Social Neuroendocrinology Preconference in the annual meeting of the *Society for Personality and Social Psychology*, New Orleans, LA.

### **Posters**

Prasad, S., Brandes, C. M., & Mehta, P. H. (January, 2017). Perspective taking influences neuroendocrine profiles during a negotiation. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, San Antonio, TX.

Prasad, S., Welker, K. M., Lassetter, B., & Mehta, P. H. (January, 2016). Neuroendocrine and psychological responses to a societal inter-group dominance contest: Evidence from the 2012 Presidential Election. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Long Beach, CA.

Prasad, S., Welker, K. M., Lassetter, B., & Mehta, P. H. (January, 2016). Neuroendocrine and psychological responses to a societal inter-group dominance contest: Evidence from the 2012 Presidential Election. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Long Beach, CA.

Prasad, S., Zilioli, S., Mehta, P. H., Welker, K. M., Lassetter, B., & Watson, N. V. (February, 2015). Endocrine and affective responses to dominance contests in unstable hierarchies: Evidence from lab experiments and naturalistic contests. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Long Beach, CA.

Prasad, S., Mehta, P. H., & Lassetter, B. (February, 2014). Voter perceptions of political candidates before and after the 2012 presidential election. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, Austin, TX.

Mehta, P. H., Prasad, S., & Lassetter, B. (April, 2013). Neuroendocrine and intergroup dynamics in the 2012 US presidential election. Poster presented at the annual meeting of the *Social and Affective Neuroscience Society*, San Francisco, CA.

Prasad, S., Narayanan, J. Mehta, P. H., Lim, V. K G., Koh, G. C. H., & Koh, D. S. (January, 2013). The effect of social stress and testosterone on reactions to unfairness in bargaining interactions. Poster presented at the annual meeting of the *Society for Personality and Social Psychology*, New Orleans, LA.

Prasad, S., Lim, S., Lim, V. K. G., & Ramchandani, B. (May, 2010). The differential effects of relative status on disrespect in the workplace in a short-term employment context. Poster presented at the annual meeting of the *Association of Psychological Science*, Boston, MA.

Prasad, S., Lim, V. K. G., & Chen, D. J. Q. (July, 2010). Self-regulation, individual characteristics and cyberloafing. Poster presented at the annual meeting of *PACIS*, Taipei, Taiwan.

## TEACHING & MENTORING

### **Undergraduate thesis mentoring**

- 2018           **Gabe Haw:** The role of mindfulness and cardiovascular reactivity in economic risk-taking behavior- *Passed with Distinction.*
- 2016           **Candace Joyner:** Role of socioeconomic status (SES) in responses to unfair offers in the ultimatum game- *Passed with Honors.*

### **Teaching**

- Spring 2019   **Teaching Assistant,** Founder's Dilemmas (University of Southern California)
- Spring 2018   **Course Instructor,** Introduction to Business for Non-Business Majors (at University of Southern California)
- 2012-2016    **Lab Instructor,** Research Methods (at University of Oregon)
- Winter 2016   **Teaching Assistant,** Hormones and Behavior (at University of Oregon)
- Fall 2015      **Teaching Assistant,** Decision-making (at University of Oregon)
- Summer 2013  **Course Instructor,** Statistical Methods (at University of Oregon)

## HONORS AND AWARDS

- 2015           Travel Award, *Society for Personality and Social Psychology*
- 2009-2012     Research Scholarship, National University of Singapore (NUS)

## PROFESSIONAL EXPERIENCE

### **Ad hoc Journal Reviewing**

- Adaptive Human Behavior and Physiology
- European Review of Social Psychology
- Hormones & Behavior
- PeerJ
- Personal Relationships
- Psychology and Marketing
- Strategic Management Society (Conference)

### **Membership**

- 2016- Present   Academy of Management
- 2012- Present   Society of Social and Personality Psychology

### **Service**

- 2015-2017      Committee for an Inclusive Community (at University of Oregon)