

Pavitra Govindan

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Education

Ph.D. in Economics, Brown University, 2018

M.A. in Economics, Delhi School of Economics, 2012

B.Tech. in Electrical Engineering, Indian Institute of Technology, Delhi, 2008

Academic Appointment

Assistant Professor of Economics, University of Utah, 2018–Present

(Tenure clock extensions: 2020 [COVID-19 policy]; 2022 [parental leave])

Research Fields

Behavioral Economics; Experimental Economics; Social Norms; Gender and Labor; Development Economics

Peer-Reviewed Publications

1. Govindan, Pavitra. 2024. “Effect of Moderate and Radical Rules on High-Caste Behavior and Norms in India.” *World Bank Economic Review*.
2. Bush, Darren, Mark Glick, Pavitra Govindan, and Gabriel Lozada. 2024. “The Horizontal Merger Efficiency Fallacy.” *Temple Law Review* 96: 571.
3. Govindan, Pavitra. 2022. “How Do Informal Norms Affect Rule Compliance: Experimental Evidence.” *Journal of Behavioral and Experimental Economics* 96: 101795.
4. Chung, Eunbin, Pavitra Govindan, and Anna Pechenkina. 2022. “The Effect of Incentives on Motivated Numeracy Amidst COVID-19.” *Journal of Experimental Political Science*: 1–17.
5. Linford, Matthew R., Pavitra Govindan, et al. 2023. “Perspective on Improving the Quality of Surface and Material Data Analysis with a Focus on X-Ray Photoelectron Spectroscopy (XPS).” *Journal of Vacuum Science & Technology A* 41(3).

Working Papers

1. Chung, Eunbin, Pavitra Govindan, and Anna Pechenkina. “Money Can’t Buy Accuracy: Incentives Fail to Reduce Confirmation Bias in Politically Charged Contexts.” *Revise and Resubmit at the Journal of Behavioral and Experimental Economics*

2. Ranehill, Eva, Marina Chugunova, and Pavitra Govindan. “Do Meritocratic Evaluations Encourage Women to Enter Male-Majority Workplaces? Experimental Evidence” Manuscript under review.
3. Chung, Eunbin, Pavitra Govindan, and Anna Pechenkina. “The Effects of Need for Cognition and Need for Affect on Motivated Reasoning.” Manuscript under review.
4. Bernard, Anna, Pavitra Govindan, and Peilu Zhang. “Do Employers Correct the Gender Gap in Self-Promotion? Evidence from Online Hiring Experiments” Manuscript under preparation.
5. Bernard, Anna, Pavitra Govindan, and Peilu Zhang. “The Gender Gap in Self-Promotion Styles” Manuscript under preparation.

Selected Work in Progress

1. Ersoy, Fulya, Pavitra Govindan, Peilu Zhang, Tomer Sandak, and Matthew Brown. “Effect of AI on Teamwork and Cooperative Learning: A Classroom Experiment.”
2. Bernard, Anna, Pavitra Govindan, and Peilu Zhang. “Measuring Grit in the Lab.”

Non-Peer-Reviewed Articles

1. Glick, Mark, Gabriel Lozada, Darren Bush, and Pavitra Govindan. 2023. “Although the New Merger Guidelines Should Be Applauded, There Is Still Room for Improvement.” *The Sling*.
2. Glick, Mark, Gabriel Lozada, Darren Bush, and Pavitra Govindan. 2023. “The Mythology of Horizontal Merger Efficiencies.” *Institute for New Economic Thinking*.

Grants

Total external and internal research funding as Principal Investigator or Co-Principal Investigator: \$136,373.

1. “Enhancing Collaborative Learning with Customized AI Tutors in Introductory Economics Courses.” One-U Responsible AI Initiative (RAI) Seed Grant Program. Co-Principal Investigator. 2026. \$44,077.
2. “Enhancing Collaborative Learning with Customized AI Tutors in Introductory Economics Courses.” AI and Education Working Group, University of Chicago. 2025. Co-Principal Investigator. \$6,500.
3. “Explaining the Gender Gap in Self-Promotion: Labor Market Discrimination and Social Norms.” Office of the Vice President for Research, University of Utah. Principal Investigator. 2023–2024. \$10,760.
4. “The Case Against Efficiencies in Horizontal Merger Reviews.” Institute for New Economic Thinking. Principal Investigator. 2023–2024. \$39,900.
5. “Psychology of Ideology, Xenophobia, and Motivated Numeracy Amidst COVID-19.” Marriner S. Eccles Institute, University of Utah. Principal Investigator. 2020–2021. \$2,500.

6. “Can Gender Norms Explain Gender Differences in Preference for Competition?” University of Utah. Principal Investigator. 2019–2020. \$8,000.
7. “Are Moderate Laws More Effective Than Radical Ones in Changing Unfair Social Norms?” National Science Foundation Doctoral Dissertation Grant SES–1658853. Principal Investigator. 2017–2018. \$17,136.
8. “Are Moderate Laws More Effective Than Radical Ones in Changing Individual Behavior Governed by Social Norms?” Center for Contemporary South Asia, Brown University. Fellow (Principal Investigator). 2017. \$7,500.

Invited Presentations

1. “Do employers correct the gender gap in self-promotion?” Laboratory for Experimental Economics and Finance, University of Utah, Salt Lake City, UT, United States, May 2025.
2. “Explaining the gender gap in self-promotion: labor market discrimination, beliefs, and norms.” Appalachian Experimental and Environmental Economics Workshop, Boone, NC, United States, April 2024.
3. “Can gender norms explain gender differences in preference for competition?” Laboratory for Experimental Economics and Finance, University of Utah, Salt Lake City, UT, United States, October 2020.
4. “Social Norms and the Law” Warwick Summer School in Behavioral Economics, Venice, Italy, September 2019.
5. “Effect of Moderate and Radical Rules on High-Caste Behavior and Norms in India.” Department of Economics, University of Utah, Salt Lake City, UT, United States, January 2018.
6. “Effect of Moderate and Radical Rules on High-Caste Behavior and Norms in India.” Experimental Economics Workshop, Utah State University, Logan, UT, United States, November 2017.
7. “How Do Informal Norms Affect Rule Compliance: Experimental Evidence.” Philosophy, Political Science and Economics Group, University of Pennsylvania, Philadelphia, PA, United States, February 2017.

Internal Presentations

1. “Can gender norms explain gender differences in preference for competition?” Behavioral Economics Research Workshop, University of Utah, Salt Lake City, UT, United States, September 2019.
2. “Effect of Moderate and Radical Rules on High-Caste Behavior and Norms in India.” Economic Theory Seminar, Brown University, Providence, RI, United States, November 2017.
3. “Effect of Moderate and Radical Rules on High-Caste Behavior and Norms in India.” Applied Microeconomics Seminar, Brown University, Providence, RI, United States, October 2017.

4. “How Do Informal Norms Affect Rule Compliance: Experimental Evidence.” Economic Theory Lunch Seminar, Brown University, Providence, RI, United States, September 2016.
5. “Group Norms and Rule Following” Economic Theory Lunch Seminar, Brown University, Providence, RI, United States, March 2016.

Conference Presentations

1. “Do employers correct the gender gap in self-promotion?” Economic Science Association Conference, Tucson, AZ, United States, October 2025.
2. “Preference for meritocratic institutions” Economic Science Association Conference, Columbus, OH, United States, October 2024.
3. “Do women shy away from being evaluated against men? The role of non-transparent institutions” Economic Science Association Conference, Charlotte, NC, United States, October 2023.
4. “Explaining the gender gap in self-promotion: labor market discrimination, beliefs, and norms” Economic Science Association Conference, Santa Barbara, CA, United States, November 2022.
5. “Explaining the Gender Gap in Self-Promotion: Labor Market Discrimination and Social Norms” Southern Economic Association Conference, Houston, TX, United States, November 2021.
6. “ Norms Affect Individual’s Compliance with a Formal Rule: An Experimental Study” Utah Experimental Economics Conference, Logan, UT, United States, May 2020.
7. “Can gender norms explain gender differences in preference for competition?” Economic Science Association Conference, Los Angeles, CA, United States, October 2019.
8. “Can gender norms explain gender differences in preferences for competition and collaboration?” Science of Diversity Initiative, University of Chicago, Chicago, IL, United States, October 2019.
9. “How Do Informal Norms Affect Rule Compliance: Experimental Evidence.” Utah Experimental Economics Conference, Logan, UT, United States, May 2019.
10. Economic Science Association Conference, Antigua, Guatemala, October 2018.
11. “Effect of Rules on Caste Norms and Behaviors: Lab-in-the-Field Experiment in India” Norms and Behavioral Change Conference, University of Pennsylvania, Philadelphia, PA, United States, October 2018.
12. “How gender stereotype affects women’s preferences to compete for coveted leadership positions in a firm?” Science of Diversity Initiative, University of Chicago, Chicago, IL, United States, September 2018.
13. “Are moderate rules more effective than radical ones in changing behavior under the influence of unfair social norms?” Economic Science Association Conference, Richmond, VA, United States, October 2017.

14. “Are moderate rules more effective than radical ones in changing behavior under the influence of unfair social norms?” Center for Contemporary South Asia Conference, Watson Institute, Brown University, Providence, RI, United States, October 2017.
15. School of Philanthropy Initiative, University of Chicago, Chicago, IL, United States, September 2017.
16. “How do group norms affect individuals’ compliance with the law?” Economic Science Association Conference, Tucson, AZ, United States, November 2016.
17. “Testing Crawford Sobel model in continuous state space”. International Workshop of the Game Theory Society, São Paulo, Brazil, July 2014.

Awards and Honors

Faculty Fellow Award, Office of the Vice President for Research, University of Utah (2024)
 National Science Foundation Cohort Fellowship Program, University of Utah (2023–2024)
 Junior Faculty Research Leave Award, College of Social and Behavioral Sciences, University of Utah (2020)
 Graduate Teaching Award, Department of Economics, Brown University (2015)

Teaching Experience

University of Utah

ECON 7006 – Microeconomic Theory (Ph.D. core; *in-person*; New prep): Spring 2020, Spring 2021, Spring 2023, Spring 2024, Spring 2025, Spring 2026
 ECON 4650 – Principles of Econometrics (*in-person*; *New Prep*): Fall 2018, Spring 2019, Fall 2019 (Enrollment: 30–35)
 ECON 4650 – Principles of Econometrics (*fully online*; New prep): Spring 2020, Spring 2021, Fall 2021, Fall 2022, Spring 2024, Spring 2025, Fall 2025, Spring 2026 (Enrollment: 30–35)
 ECON 4651 / QAMO 4651 – Econometrics for BEA (*in-person*): Fall 2021, Fall 2022, Fall 2023
 QAMO 4011 – Intermediate Microeconomics for BEA (*in-person*; New Prep): Fall 2023 (Enrollment: 30–35)
 ECON 3640 – Probability and Statistical Inference for Economists (*in-person*; New Prep): Fall 2019
 ECON 3640 – Probability and Statistical Inference for Economists (*fully online*): Spring 2020
 ECON 4010 – Intermediate Microeconomics (*in-person*; New prep): Fall 2025 (Enrollment: 30–35)

Brown University

Behavioral Game Theory, Brown Pre-College Program (*in-person*): Summer 2014, Summer 2015
 Microeconomic Theory I (Graduate), Teaching Assistant (*in-person*): Fall 2013, Fall 2014
 Microeconomic Theory II (Graduate), Teaching Assistant (*in-person*): Spring 2014, Spring 2015

Mentoring at the University of Utah

Ph.D. dissertation committee member or mentor for 7 doctoral students; primary mentor for 8 undergraduate and Master's students, including placements into Ph.D. programs and professional schools.

Ph.D. Dissertation Committees and Mentoring

1. Laura Beltran Figueroa, Ph.D. Economics, Committee Member (August 2024).
2. Chimedlkham Zorigtbaatar, Ph.D. Economics, Committee Member (July 2023).
3. Sanchit Shrivastava, Ph.D. Economics, Committee Member (October 2020).
4. Aashima Sinha, Ph.D. Economics, Mentor.
5. Papungkorn Kitcharoenkarnkul, Ph.D. Economics, Mentor.
6. Aishwarya Ghosh, Ph.D. Economics, Committee Member.
7. Sanchaita Hazra, Ph.D. Economics, Committee Member.

Undergraduate and Master's Student Mentoring and Placement

1. Mickey Maples, M.S. Econometrics, University of Utah (2024).
2. Parker Booth, Undergraduate, University of Utah (2024).
3. Divyanshu Tripathi, M.S. Econometrics, University of Utah (2023).
4. Peri Brimley, Undergraduate, University of Utah; Ph.D. Economics, University of Wyoming (2021).
5. McKay Jensen, Undergraduate, University of Utah; Ph.D. Economics, University of Chicago (2020).
6. Dash Anderson, M.A. Economics, University of Utah; Ph.D. Economics, New School for Social Research (2020).
7. Chandler Blount, Undergraduate, University of Utah; CSBS Solutions Scholar (2020).
8. Samantha Thorne, Undergraduate, University of Utah; Harvard Law School (2019).

Service

Department of Economics, University of Utah

1. Ph.D. Admissions Committee Member (2022–Present).
2. Creator and Grader, Microeconomic Theory Qualifying Examinations (2021–Present).
3. Organizer, Behavioral Economics Research Workshop (2020–2023).
4. Organizer, Bi-weekly Behavioral Economics Reading Group (Spring 2023).

5. Peer Reviewer for Career-Line Instructor Teaching Evaluation (2021).
6. Instructor, Ph.D. Independent Study in Behavioral Economics (Spring 2021).
7. Co-Organizer, Antitrust Conference (2018–2019).

College and University

1. Member, Advisory Board, Quantitative Research Analytics Certificate (2018–Present).
2. Reviewer, Undergraduate Research Opportunities Program applications (2022–Present).
3. Reviewer, Capstone projects for the Quantitative Research Analytics Certificate (2021–Present).
4. Administrator, CSBS H5P Pilot Program (2022).

Refereeing

2026: Journal of Development Economics; PNAS Nexus

2025: Journal of Economic Behavior and Organization; Journal of Development Economics

2024: Journal of Economic Behavior and Organization; Southern Economic Journal; World Development

2022: Journal of Development Economics; World Bank Economic Review

2021: PLoS One; Journal of Economic Behavior and Organization

2020: National Science Foundation Doctoral Dissertation Grant; Southern Economic Journal; PLoS One; Journal of Economic Behavior and Organization

2019: Journal of Development Economics

Professional Development

National Science Foundation Cohort Fellowship Program, University of Utah (2023–2024).

CeMENT Mentoring Workshop for Junior Faculty, American Economic Association (2020).

Faculty Success Program, National Center for Faculty Development and Diversity (2020).

National Science Foundation Grant Writing Workshop, University of Utah (2020).

Research Transparency and Reproducibility Training, Berkeley Initiative for Transparency in the Social Sciences (2018).

Teaching Certificate I and II, Sheridan Center for Teaching and Learning, Brown University (2014–2016).