

Charles Ebert

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EDUCATION

2016 – 2021 (Expected) (See Appendix A for courses taken)	PhD in Management Studies (Emphasis in Marketing), Cambridge Judge Business School, University of Cambridge <i>Dissertation: Defining and Exploring an Implication of Organizational Purpose: How Perspective Affects Creative Idea Generation in the Innovation Process</i>
2015 – 2016 (See Appendix A for courses taken)	M.Phil. in Management Science and Operations Cambridge Judge Business School, University of Cambridge <i>Individual research project: Purpose in Business and Meaning at Work</i>
2009 – 2013	B.A. in Mathematics (Magna Cum Laude with Honors) Rollins College, Winter Park, Florida <i>Student – Faculty Collaborative Research on Portfolio Optimization in Nepalese Stock Exchange (with Prof. Jay Yellen, Dr. Zeynep Teymuroglu and Raghavendra KC)</i>

RESEARCH

Principal Supervisor	Dr. Jaideep Prabhu
Research Interests	Organizational Purpose, Prosocial Motivation, Prosocial Impact of Job, Consumer Decision Making, Employee Decision Making, Risk Preference, Innovation, Creative Idea Generation
Working Papers (See Appendix B for abstracts)	Hurth, V. (co-first author), Ebert, C. (co-first author), Prabhu, J. & Yadav, M. (in preparation for submission). Organizational Purpose and Marketing Strategy Ebert, C., Mak, V., Milner, N., & Tracey, P. (in preparation for submission). Prosociality Increases Framing Bias in Risky Decisions for Others Ebert, C., KC, R., Richter, A., & Prabhu, J. (in preparation for submission). Perspective-Taking, Habit Formation, and Idea Generation in the Innovation Process
Work in Progress (See Appendix C for abstracts)	Jachimowicz, J., Ebert, C., To, C., Menges, J., Akinola, M. & Prabhu, J. Bridging Passion Gaps: An Event Sampling Study to Investigate How to Increase Passion KC, R., Mak, V., & Ebert, C. Cost Transparency and Participative Pricing

CONFERENCE AND PRESENTATIONS

- Invited Presentation – Corporate Purpose: The Construct and its Antecedents and Consequences. Presented at Rollins College, Winter Park, Florida, U.S.A. (2019)
- Invited Presentation – Qualitative Data and Longitudinal Data Using the Experience Sampling Method. Presented at Rollins College, Winter Park, Florida, U.S.A. (2019)
- Ebert, C., KC, R., & Prabhu, J., Perspective Taking, Habit Formation, and Creative Idea Generation in the Innovation Process. Presented at the Judge Business School Winter Conference, Cambridge, UK. (2019)

- Jachimowicz, J., Ebert, C., To, C., Menges, J., Akinola, M. & Prabhu, J. Bridging Passion Gaps: An Event Sampling Study to Investigate How to Increase Passion. Presented at the Judge Business School, Cambridge, UK. (2018)
- Hurth, V. (co-first author), Ebert, C. (co-first author), Prabhu, J. & Yadav, M., Corporate Purpose: The Construct and its Antecedents and Consequences. Presented at the Cass Business School Research Day, London, UK. (2018)
- Hurth, V. (co-first author), Ebert, C. (co-first author), Prabhu, J. & Yadav, M., Corporate Purpose: The Construct and its Antecedents and Consequences. Presented at the Judge Business School Winter Conference, Cambridge, UK. (2017)

SERVICE

- Ad-hoc Reviewer, Journal of Thinking Skills and Creativity (2017)
- Conference Reviewer, Annual European Marketing Academy Conference (2017, 2018, 2019)

INDUSTRY PUBLICATIONS

- Ebert, C., KC, R. & Prabhu, J., Perspective and Idea Generation. Published by Nesta Innovation Growth Lab (2020)
- Ebert, C., Hurth, V. & Prabhu, J., The What, the Why, and the How of Purpose. Published by Chartered Management Institute in association with Blueprint for Better Business (2018)
- Ebert, C., KC, R. & Prabhu, J., From Purpose to Creativity. Published by Nesta Innovation Growth Lab (2018)

HONORS AND AWARDS

- Contexis Research Grant, Contexis Consulting Group (2020) – 4,000£
- Innovation Growth Lab: Randomized Controlled Trial Grant, Nesta-Innovation Growth Labs (2018) - 30,000£
- School of Technology Research Grants, University of Cambridge (2018) - 3,300£
- Marketing Excellence Award, London's Worshipful Society of Marketors (2017) - 1,000£
- Cambridge Judge Business School Small Grants (2016, 2017, 2018, 2019) – 8,000£ (collectively)
- National Merit Award, National Society of Collegiate Scholars (2011) - 500\$
- Excellent Standard in Mathematics Award, Rollins College Mathematics Department (2012) - No monetary award

TEACHING

Teaching Statement	My teaching interests lie in marketing and behavioral decision making. I have taught both large and small audiences ranging from undergraduates to Executive MBA students. My experience includes course design, course coordination, teaching, supervision and individual tutoring.
Teaching Interests	Introductory Marketing Marketing Strategy Behavioral Decision Making
Teaching Experience	Lecturer: <ul style="list-style-type: none"> • Introduction to Marketing, University of Cambridge ICE Course (2019) • Introduction to Marketing, Cambridge Immerse Summer Course (2019) Course Coordinator: <ul style="list-style-type: none"> • How to Think Strategically, MBA Elective Course (2018, 2019) Teaching Assistant: <ul style="list-style-type: none"> • Management Praxis, Executive MBA Elective Course (2019) • How to Think Strategically, Executive MBA Elective Course (2018, 2019) – Online

- Cambridge Creativity Lab, MBA Elective Course (2018)
- Marketing, Master of Philosophy Elective Course (2018,2019)

Supervisor:

- International Finance and Business Management, CL Global Summer Course (2020)
- Introduction to Marketing, Management Science Tripos Core Course (2017, 2018, 2019)
(Recipient of Teaching Excellence Award)
- International Finance & Business, CL Global Summer Course (2019)

INDUSTRY EXPERIENCE *(See Appendix D for details)*

- External Consultant, Contextis Consulting, London, UK (2016 – Present)
- Data Analyst, Runzheimer, Waukesha, Wisconsin (2014 – 2015)
- Loan Review Analyst, Digital Risk, Orlando, Florida (2013 – 2014)
- Marketing Analyst Intern, Turnkey Business Solutions, Orlando, Florida (2011)

LEADERSHIP EXPERIENCE *(See Appendix E for details)*

- Co-Organizer, Cambridge Winter Doctoral Conference, Cambridge, UK (2016)
- Research Seminar Organizer, Judge Business School, Cambridge, UK (2017 – 2018)
- Captain, Churchill College Football Club, Cambridge, UK (2016 – 2017)
- President, National Society of Collegiate Scholars Rollins College Chapter, Winter Park, FL (2010 – 2012)

SKILLS

- Course Design and Execution
- Experiment Design
- Proficient in R
- Proficient in Qualitative, Grounded-Theory Research Techniques
- Advanced in Microsoft Office

CERTIFICATIONS

- Certificate of Teaching Proficiency, University of Cambridge Judge Business School – 2021 (expected)
- Ethics Certification for Working with Human Subjects, Epigeum Course – 2018

REFERENCES

- Dr. Jaideep Prabhu, Jawarlal Nehru Professor of Indian Business Enterprise, Professor of Marketing, Cambridge Judge Business School.
j.prabhu@jbs.cam.ac.uk
- Dr. Manjit Yadav, Head of Department of Marketing
JC Penney Chair in Marketing and Retailing Studies Global Media & Entertainment, Mays Business School
MYadav@mays.tamu.edu
- Dr. Vincent Mak, Director of Programmes,
Professor of Marketing and Decision Sciences, Cambridge Judge Business School.
v.mak@jbs.cam.ac.uk

Appendix A: Courses Taken During PhD and M.Phil. Degree

- Econometrics 1
- Econometrics 2
- Marketing Strategy
- Organizational Behavior Research Methods
- Fundamentals of Competitive Markets
- Consumer Behavior
- Seminar in Strategy Content
- Quantitative Marketing Models
- Organizational Behavior
- Organization Theory
- Strategy Process
- Qualitative Methods

Appendix B: Working Papers

- **Hurth, V. (co-first author), Ebert, C. (co-first author), Prabhu, J. & Yadav, M., “Organizational Purpose and Marketing Strategy”, in preparation for submission**

This paper explores organizational purpose as a contemporary, practitioner-led phenomenon that places prosocial motivations at the heart of a broad spectrum of firms and orients them toward serving the long-term wellbeing of customers and society. Using a discovery-oriented, grounded-theory approach, the paper leverages in-depth interviews with managers along with extant literature and archival artifacts to understand the phenomenon and formally delineate the conceptual domain of organizational purpose. The paper then advances a conceptual framework that specifies the drivers of how firms embed organizational purpose and the outcomes of such embeddedness in terms of marketing strategy and actions. The paper ends with a discussion of the implications of the theory development effort reported here for future research and managerial practice.

- **Ebert, C., KC, R., Richter, A., & Prabhu, J., “Perspective Taking, Habit Formation, and Idea Generation in the Innovation Process”, in preparation for submission**

This paper explores the relationship between perspective and habit in creative idea generation. Drawing upon information processing models of idea generation, we propose that people develop habits of perspective and that these habits effect performance in creative tasks over time. To test developed propositions, we design and run a three-week longitudinal study to measure the effect of creative idea generation over time under different perspectives. Results indicate that taking the perspective of someone else has an initial positive impact on the average creativity of ideas, but also reduces the number of ideas generated. Moreover, both average creative performance and idea productivity changes over time under different perspectives.

- **Ebert, C., Mak, V., Milner, N., & Tracey, P., “Prosociality Increases Framing Bias in Risky Decisions for Others”, in preparation for submission**

We examine inconsistency in decision-making due to framing bias in the domain of decisions for others. Specifically, we focus on the classic gain/loss framing bias in risky decisions and look at how that bias can be affected by the decision-maker's prosocial motivation – the desire to promote or protect others' wellbeing – towards the recipients of the outcomes. We show that increasing prosocial motivation has an asymmetric impact on risky decisions for others in gain vs loss framing, leading to an increase in the classic gain/loss framing bias. Conversely, reducing prosocial motivation reduces or even eliminates the bias. Our results imply an inherent contradiction in discourses on ethical decision-making that call for both consistency and a caring attitude.

Appendix C: Work in Progress

- **Jachimowicz, J., Ebert, C., To, C., Menges, J., Akinola, M. & Prabhu, J. Bridging Passion Gaps: An Event Sampling Study to Investigate How to Increase Passion**

An analysis of 117 graduation speeches that included advice about the pursuit of passion indicates that individuals pursue passion in one of two ways: some pursue passion by concentrating on pursuing work they like, whereas others pursue passion by focusing on work they find personally important. Building on these findings, three field studies and one laboratory experiment (N = 1,489) demonstrate that individuals who pursue their passion by focusing on work they find personally important are more likely to be successful in their pursuit of passion than those who focus on work they like. Those who attain desired levels of passion, we find, are subsequently also less likely to quit their job. In a subsequent longitudinal experiment of 550 employees and students over three months, we test an intervention aimed to promote the pursuit of passion. Taken together, our findings situate the pursuit of passion as an important construct in the organizational behavior literature.

- **KC, R., Mak, V., & Ebert, C. Cost Transparency and Participative Pricing**

Currently in its data collection phase, this project explores participative pricing mechanisms (pay what you want, name your own price, auctions) within the domain of cost transparency. The exploratory research is currently investigating the impact of consumer-brand relationships when a cost transparent firm also employs participative pricing along with the changes in customer payment amounts. With two experiments completed and another two experiments planned, a working paper for this project should be ready by the end of 2020 with a submission target for Summer 2021.

Appendix D: Industry Experience

- **External Consultant, Contexis Consulting, London, UK (2016 – Present)**

As an external consultant for Contexis, I developed and now perform data analysis on the Contexis Index. The Contexis Index is a compilation of academic scales designed to help a company determine the degree to which an organizational purpose is embedded in an organizational culture. To date, the Contexis Index has been used in 20 countries and has been given to multiple international organizations including organizations in the FTSE 100. While I usually provide statistical analysis and give an interpretation of the results of the Index, I have also presented findings to the client.

- **Data Analyst, Runzheimer, Waukesha, Wisconsin (2014 – 2015)**

As a data analyst for Runzheimer, I had multiple data collection and analysis responsibilities. Firstly, I analyzed real estate price information for company defined regions within the United States based on location, income levels, geography, and government regulations. In addition, I updated monthly gas price information of all American states, Canadian territories, and Mexico. Lastly, I collected, analyzed, and classified multiple levels of vehicle specification data for the company's mobile workforce package.

- **Loan Review Analyst, Digital Risk, Orlando, Florida (2013 – 2014)**

As a loan review analyst, I reviewed mortgage default servicing notes to determine compliance with investor guidelines, generating \$70,000 in profits for the company. I also performed in-depth research on credit, income, employment, occupancy, assets, contract, and HUD. Finally, I participated in an inaugural accelerated management program which resulted in a 50% faster return on investment time frame in comparison to the company's traditional training program.

- **Marketing Analyst Intern, Turnkey Business Solutions, Orlando, Florida (2011)**

As a marketing analyst intern, I developed search engine optimization for client profiles. I also directed programming teams on the creation of websites for clients and maintained client relations through follow-up communication.

Appendix E: Leadership Experience

- **Co-Organizer, Cambridge Winter Doctoral Conference, Cambridge, UK (2016)**

Cambridge Winter Doctoral Conference brings together PhD students from various departments within the University of Cambridge to present and discuss their research ideas. The conference is attended by faculty members and students from various U.K. and European Universities. My role involved coordinating reviews for submitted papers, serving as a point of contact for presenters, acting as timekeeper for presentation, and ensuring the conference went smoothly day through various administrative duties.

- **Research Seminar Organizer, Judge Business School, Cambridge, UK (2017 – 2018)**

Judge Business School offers weekly research presentations at lunch time throughout the year. Any university member or guest is welcome to attend, and lunch is provided. Primarily, these lunches are opportunities for PhD students to present developing work and hone their presentation skills, but occasionally guest speakers will give talks. I was the sole manager for these events, and my role covered the majority of capacities required to give lecture series: recruiting all presenters, creating advertising material for all talks and delivering this material weekly to Judge Business School faculty and students, working with the administration to ensure room bookings were scheduled and food was provided, introducing the speaker, attending all lectures and handling any questions from attendees and speakers.

- **Captain, Churchill College Football Club, Cambridge, UK (2016 – 2017)**

Churchill College is one of the University of Cambridge's 31 colleges, and I was the president of the college's postgraduate football club for the 2016 through 2017 season. As the captain, my duties included recruiting new players, coordinating games with other teams, booking fields for the matches, ensuring equipment was properly maintained and present at all matches, determining player positions during the match and coordinating the substitution of players on and off the pitch during the match. Our team finished second in the league during my year as captain, and we also were the champions of a small-side competition held between Cambridgeshire and the surrounding counties.

- **President, National Society of Collegiate Scholars Rollins College Chapter, Winter Park, FL (2010 – 2012)**

The National Society of Collegiate Scholars is a national academic honors society with over 300 active chapters in various universities and colleges throughout the United States. I revived and was president of the Rollins College Chapter from 2010 to 2012. While in office, I recruited a council, led informational forums, organized an induction ceremony and led donation campaigns. I was also awarded the National Merit Award from the National Society of Collegiate Scholars, an award given to two people in the nation who have showed a commitment to serving the larger community. As a consequence of receiving this award, I was given the opportunity to lead a group of students to Puerto Rico to take part in a leadership conference.