

VITA

PERSONAL DATA

8/12/09

Name: Holly A. Schroth

Office address: Walter A. Haas School of Business
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University of California, Berkeley
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EDUCATION & EXPERIENCE

2002-Present Senior Lecturer, Haas School of Business, University of California, Berkeley

1992-2002 Lecturer, Haas School of Business, University of California, Berkeley

1995-2007 Adjunct Professor, Santa Clara University, Santa Clara, California

1994-98 Adjunct Professor, Saint Mary's College, Moraga, California

1992 Doctorate in Social Psychology, University of California, Santa Barbara

1991-92 Lecturer and Visiting Scholar, Kellogg Graduate School of Management, Northwestern University

1990 Master of Arts in Psychology, University of California, Santa Barbara

1988 Bachelor of Arts in Psychology with Distinction and Highest Honors, University of California, Santa Barbara. Emphasis in Industrial/Organizational Psychology

HONORS AND ACADEMIC AWARDS

1992-Present 6.0 Club-Faculty Honor Role for Teaching Excellence, University of California, Berkeley

2009 Earl F. Cheit Award for Excellence in Teaching, Haas School of Business, University of California, Berkeley

2006 America's Favorite Professor (Undergraduates); Businessweekonline survey

2005 Leavey Faculty Achievement Award for Exceptional Teaching, Santa Clara University (MBA)

2004 Leavey Faculty Achievement Award for Exceptional Teaching, Santa Clara University (MBA)

2003 Leavey Faculty Achievement Award for Exceptional Teaching, Santa Clara University (MBA)

- 1998 Outstanding Teaching Award, Santa Clara University, Summer Sessions Program (Undergraduate)
- 1992 Faculty Honor Role for Teaching Excellence, Kellogg Graduate School of Management, Northwestern University
- 1992 Faculty Honor Role for Upholding the Honor Code, Kellogg Graduate School of Management, Northwestern University
- 1989 Western Psychological Association Scholarship Award
- 1988 Regents Fellowship, University of California, Santa Barbara
- 1988 Chairman's Award in Psychology, University of California, Santa Barbara
- 1988 Mortar Board National Honor Society (Academic Community Service Organization)
- 1987 Vice-President of Psi Chi, Psychology Honor Society

GRANTS

Professional Development Grant, Office of Academic Personnel. University of California, Berkeley, 2007

Professional Development Grant, Office of Academic Personnel. University of California, Berkeley, 2006

Professional Development Grant, Office of Academic Personnel. University of California, Berkeley, 2005

Dispute Resolution Research Center, #0965400M121, The roles of interactional, procedural, and distributive justice in job applicants' evaluations of their recruitment experience. Principle Investigator.

Dispute Resolution Research Center, #0965400M122a, Procedures, do we really want to know them? Principle Investigator.

Dispute Resolution Research Center, #0965400M122b, Sorority rush study: An empirical test of the group value model.

Dispute Resolution Research Center, #3590400100T, Anchoring and social comparison effects in real estate negotiations: The role of historical costs.

PUBLICATIONS

Schroth, H. A. (In Press). Negotiation. Chapter to appear in The Handbook of Technology Management.

Schroth, H.A. (2008). Some like it hot: Teaching strategies for managing tactical vs. genuine emotions in negotiations. To appear in the special issue of Negotiations and Conflict Management Research, 1, 315-332.

Schroth, H.A. (2008). Helping you is helping me: Improving students' ethical behaviors in a negotiation by appealing to ethical egoism and the reputation effect. To appear in the special issue of Negotiations and Conflict Management Research, 1, 389-407.

Schroth, H.A., Bain-Chekal, J., and Caldwell, D. (2005). Sticks and Stones May Break Bones and words CAN Hurt Me: Words and Phrases That Trigger Emotions in Negotiations and Their Effects Emotional Triggers in Negotiations. International Journal of Conflict Management, 16, 102-127.

O'Connor, K., Schroth, H., de Dreu, C., Barry, B., Lituchy, T & Bazerman, M. H. (2002). What we want to do versus what we think we should do: An empirical investigation of intrapersonal conflict. Journal of Behavioral Decision Making, 15, 403-418.

Schroth, H. A., & Shah, P. P. (2000). Procedures, do we really want to know them? The effects of procedural justice on performance self-esteem. Journal of Applied Psychology, 85, 462-471.

Schroth, H.A. (1997). Let me see what I can do...Today, just about everything's negotiable. Dividends Magazine. September/October.

Diekmann, K. A., Tenbrunsel, A. E., Shah, P. P., Schroth, H. A., & Bazerman, M. H. (1996). Anchoring and social comparison effects in real estate negotiations: The role of historical costs. Organizational Behavior and Human Decision Processes, 66, 179-191.

Bazerman, M. H., Schroth, H. A., Shah, P. P. , Diekmann, K. A., & Tenbrunsel, A. E. (1994). The inconsistent role of comparison others and procedural justice in reactions to hypothetical job offers: Implications for job acceptance decisions. Organizational Behavior and Human Decision Processes, 60, 326-352.

Mackie, D. M., Hamilton, D. L., Schroth, H. A., Carlisle, C. J., Gersho, B. F., Meneses, L. M., Nedler, B. F., & Reichel, L. D. (1989). The effect of mood on illusory correlations. Journal of Experimental Social Psychology, 25, 524-544.

PUBLISHED CASE EXERCISES

Schroth, H.A. (In press). Fastskin. Exercises in Negotiation. Dispute Resolution Research Center.

Schroth, H.A. (In press). Goliath. Exercises in Negotiation. Dispute Resolution Research Center.

Schroth, H.A., G. Corniola & M. Voit. (2005, 2008). Myti-Pet Food Company. Exercises in Negotiation. Dispute Resolution Research Center.

- Schroth, H.A., G. Chen, C. Hamilton, M. Lee, M. Lin, J. Tong & J. Wu. (2005, 2008). Newport Girl Doll Company. Exercises in Negotiation. Dispute Resolution Research Center.
- Schroth, H.A. (2005). The Grand Strand. Exercises in Negotiation. Dispute Resolution Research Center.
- Schroth, H.A., & Kramer, R. (1999, 2003). The Player. Exercises in Negotiation. Dispute Resolution Research Center.
- Sutton, R., & Schroth, H.A. (1999). Group Brainstorming Exercise. Exercises in Negotiation. Dispute Resolution Research Center.
- Schroth, H.A. & Ramirez, J. (1997, 2003). The Mexico Venture. Exercises in Negotiation. Dispute Resolution Research Center.
- Schroth, H.A., Dirringer, D., Hudson, J., Hussain, N., McLaren, M., Roseman, K., & Slipe, J. (1997). The Best Stuff on Earth: Group Negotiation. Exercises in Negotiation. Dispute Resolution Research Center.
- Schroth, H.A., Ney, G., Roedter, M., Rosin, A., & Tiedmann, M. (1997, 2008) MBA Salary Negotiation. Exercises in Negotiation. Dispute Resolution Research Center.
- Schroth, H.A., Chen, C., Sieh, E., & Yu, P. (1997, 2008). Hollywood: Negotiating with Agents. Exercises in Negotiation. Dispute Resolution Research Center.
- Colonico, M., Inchausti, R., & Schroth, H.A. (1996). Where's Alvin? A case lost in ethics. Exercises in Negotiation. Dispute Resolution Research Center.
- Schroth, H.A. & Riding, G. (1996). Telepro: The Manager as Mediator. Exercises in Negotiation. Dispute Resolution Research Center.

REFEREED PAPER PRESENTATIONS

- Schroth, H.A. (2008). Do the ends justify the means? Informing Negotiation Education and Scholarship through Debate. Academy of Management Meeting, Anaheim, California.
- Schroth, H.A. (2008). Helping You is Helping Me; Improving Ethical Behaviors Using Ethical Egoism and The Reputation Effect. Academy of Management Meeting, Anaheim, California.
- Schroth, H.A. (2008). Some Like it Hot: Teaching Strategies for Managing Tactical vs. Real Emotions in Negotiations. Academy of Management Meeting, Anaheim, California.
- Schroth, H.A. (2006). Negotiation Training in Companies Workshop, Academy of Management, Atlanta Georgia.
- Schroth, H.A. (2006). Developing a Negotiation Course Workshop, Academy of Management, Atlanta Georgia.

- Schroth, H.A (2005). Teaching Miti-Pet Food Company: Managing Emotions in Negotiations. Presentation at the Harvard Program on Negotiation and ESSEC IRENE Special Conference: New Trends in Negotiation Teaching, toward a Trans-Atlantic Network. Paris-Cergy, France.
- Schroth, H.A (2005). Teaching the Mexico Venture Exercise. Presentation at the Harvard Program on Negotiation and ESSEC IRENE Special Conference: New Trends in Negotiation Teaching, toward a Trans-Atlantic Network. Paris-Cergy, France.
- Schroth, H.A., Bain-Chekal, J., and Caldwell, D. (2004). Words and Phrases That Trigger Emotions in Negotiations and Their Effects. Presented at the Academy of Management, New Orleans, LA.
- Bazerman, M. H., O'Connor, K., de Dreu, C., Schroth, H., Barry, B., & Lituchy, T. (1998). The role of affect in temporal negotiation decisions. Presented at the Academy of Management, San Diego.
- Shah, P. P., & Schroth, H. A. (1997). Sorority rush study: An empirical test of the group value model. Presented at the Academy of Management, Boston, Massachusetts.
- Diekmann, K. A., Tenbrunsel, A. E., Shah, P. P., Schroth, H. A., & Bazerman, M. H. (1995). Anchoring and social comparison effects in real estate negotiations: Presented at the Academy of Management, Vancouver, British Columbia.
- Schroth, H. A., & Shah, P. P. (1993). Procedures, do we really want to know them. Presented at the Academy of Management, Atlanta, Georgia.
- Shah, P. P., & Schroth, H. A. (1993). The negative effects of fair procedures: The impact of Justice on Self-Esteem. Presented at International Association for Conflict Management, Belgium.
- Shah, P. P., & Schroth, H. A. (1993). The impact of justice, peer influence and prestige on group choice decisions. Presented at International Association for Conflict Management, Belgium.
- Shah, P. P., Schroth, H. A., Diekmann, K. A., Tenbrunsel, A. E., & Bazerman, M. H. (1992). The inconsistent role of procedural justice in individuals' evaluations of job offers. Presented at the Academy of Management, Las Vegas, Nevada.
- Schroth, H. A. & Mackie, D. M. (1989). The impact of mood on the perception of variability in social groups. Paper presented at the Western Psychological Association Annual Convention, Reno, Nevada.
- Schroth, H. A. & Messick, D. M. (1989). Out of pocket versus opportunity costs: Framing effects and sunk costs. Paper presented at the Society for Judgment and Decision Making Convention, Atlanta, Georgia.
- Schroth, H. A. & Mackie, D. M. (1988). Associated affect in different levels of social categorization. Paper presented at the Western Psychological Association Annual Convention, San Francisco, California.

INVITED PAPER PRESENTATIONS

- Schroth, H.A. (2008). Teaching The Grand Strand Exercise. Presented at the Negotiation and Teamwork Teaching Workshop, Northwestern University, Evanston, Illinois.
- Schroth, H.A. (2006). Teaching Myti-Pet Food Exercise. Presented at the Negotiation and Teamwork Teaching Workshop, Northwestern University, Evanston, Illinois.
- Schroth, H.A. (2006). Teaching Newport Girl Doll Company Exercise. Presented at the Negotiation and Teamwork Teaching Workshop, Northwestern University, Evanston, Illinois.
- Schroth, H.A. (2004). Teaching the Mexico Venture Exercise. Presented at the Negotiation and Teamwork Teaching Workshop, Northwestern University, Evanston, Illinois.
- Bazerman, M. H., Diekmann, K. A., Loewenstein, G. F., Shah, P. P., Schroth, H. A., Tenbrunsel, A. E., & White, S. B. (1992). Reversal of preference in interpersonal contexts: The difference between judging an alternative and choosing between multiple alternatives. Paper presented at Behavioral Decision Making Conference, Berkeley, CA.
- Diekmann, K. A., Shah, P. P., Schroth, H. A., Tenbrunsel, A. E., & Bazerman, M. H. (1992). The inconsistent role of social comparison in individuals' evaluations of job offers. Paper presented at International Association of Conflict Management, Minneapolis, Minnesota.
- Mackie, D. M. & Schroth, H. A. (1989). Group Variability Judgments. Paper presented at Person Memory Interest Group Annual Meeting, Los Olivos, California.

RESEARCH POSITIONS

- 1992-1993 University of California, Berkeley, Research Associate with Dr. Allan Lind
Conducting research on procedural justice in organizations.
- 1990 University of California, Santa Barbara; Research Assistant for Dr. David
Messick, Spring. Conducted research on group behavior.
- 1987-89 University of California, Santa Barbara; Research Assistant for Dr. Diane M.
Mackie, Summer-Fall. Conducted research in attitude change and social
cognition.

TEACHING EXPERIENCE

- 1992-Present University of California, Berkeley; Haas School of Business. Taught
Negotiations and Conflict Resolution (Undergraduates, Full and Part-time
MBAs).
- 1993-Present University of California, Berkeley; Haas School of Business. Taught
Organizational Behavior (Undergraduates, Full and Part-time MBAs).
- 1995-2001 University of California, Berkeley; Haas School of Business. Developed and
Taught *Strategic Business Interactions*. (Full-time MBAs).

- 1996 University of California, Berkeley; Haas School of Business. Taught *Power and Politics* (Part-time MBAs).
- 1992-Present University of California, Berkeley; Haas School of Business. Advisor for Undergraduates' and Part-time MBAs' *Independent Research Study* (199 & 299), Fall and Spring Semesters. *Rocio Correa, Michael Chan, Erik Hawkins, Cameron Higgins Gene Lash, Gary Riding, Eric Scriven. Gloria Sheh, Jeff Smith, Dinko Lakic, Carolyn Belveal, Jon Bain, Patrick Hogan, Sophia Ouzdin, Carrie Young, Stefanie Pender, Chris Zobrist, Grace Chen, David Decot, Jordis Witter-Weaver, Anna Linetskaya, Jennifer Holmstrom, Michael Badalov, Christina Starzak.*
- 1995-2001 Santa Clara University; Undergraduate Program; taught *Organizational Behavior & Management*.
- 1996-Present Santa Clara University; MBA Program; taught *Individual Competencies and Team Effectiveness*.
- 2002-Present Santa Clara University; MBA Program; Developed and taught *Strategic Business Interactions (Negotiations)*.
- 1994-98 Saint Mary's College of Moraga, MBA Evening Program. Taught *Organizational Behavior*.
- 1994 Saint Mary's College of Moraga; International MBA program; MBA Evening Program. Taught *International Negotiations*.
- 1993-94 University of California, Santa Barbara. Taught *Sociology of Organizations and Sociology of Conflict*.
- 1992 University of California, Santa Barbara. Taught *Introduction to Statistics and Methodology*. Lectured on experimental design and statistics, organized laboratory sections with computer statistical analysis (Undergraduates).
- 1992 Northwestern University, Kellogg Graduate School of Management. Taught course in *Negotiations*, (Part-time MBAs).
- 1991 University of California, Santa Barbara. Taught course in *Human Resource Management*, (Undergraduates).
- 1990-1991 University of California, Santa Barbara. Taught laboratory courses in *Introduction To Statistics and Methodology*, and *Laboratory in Personality*.
- 1989-91 Teaching Assistant for *Introduction to Psychology, Psychodynamic Psychotherapy, Social Cognition/Interpersonal Processes, Group Behavior: Cooperation, Competition & Conflict, Behavioral Approaches to Psychotherapy, Introduction to Psychopathology*,

TEACHING INTERESTS

Negotiations and Conflict Resolution
Organizational Behavior
Individual Competencies and Team Dynamics

Power and Politics
Strategic Business Skills

EDITORIAL ACTIVITIES

As hoc reviewer for Organizational Behavior and Human Decision Processes
Ad hoc reviewer for Journal of Personality and Social Psychology
Ad hoc reviewer for California Management Review
Ad hoc reviewer for Group Decision and Negotiation
Ad hoc reviewer for Personality and Social Psychology Bulletin
Ad hoc reviewer for Journal of Management Education
Ad hoc reviewer for Academy of Management: Conflict Management Interest Group
Ad hoc reviewer for Academy of Management Perspectives

PROFESSIONAL ACTIVITIES

Executive Training Seminars for Negotiations and Leadership
Management Consulting & Coaching for Negotiations and Leadership
Advisory Board for Zhanra.com & Winerepublic.com
Textbook Reviewer for Prentice Hall; Organizational Behavior and Negotiations
Textbook Reviewer for Irwin-McGraw Hill; Organizational Behavior
Textbook Reviewer for Wiley; Organizational Behavior
Textbook Reviewer for Thomson South-Western
Textbook Reviewer for Blackwell Publishing

CLIENTELE

Google, Ebay, YouTube, Intel, AMD, Kaiser Permanente, T-Mobile, The GAP, Erste Bank, Silicon Graphics, Lockheed-Martin, Charles Schwab, J.P. Morgan, Universal Studios, TRW Credit Service, Xerox, IBM, Applied Materials, SanDisk, Lantronix, Altera Corp., Pulte Homes, Deloitte Consulting, Jacobs Associates, Clorox, Roche, Nuance Communications, Genentech, Berkeley Lab, Swinerton Builders, Sabrix, Zhanra.com, KIPP, Department of Health and Human Services (Federal Government), Law Offices of Crosby, Heafey, Roach and May, Council of Law Librarians, Murphy Companies, San Jose Mercury News Corp., Statoil, Cutera, Glenborough Corporation, CIO Institute, American Electronics Association, Women in Business Society, WineRepublic.com, Global Wine Partners, Staples, Conceptus, Cruelworld.com, Careercentral.com, Walmart.com, Women's Wealth Network, Sidley, Austin, Brown & Wood LLP, Mexico's Federal Electricity Commission, SNP Communications, Bay Area News Group, American Bar Association, Partners in Business Systems, Berkeley Executive Seminar, ATS Southwest, National Association of State Budget Officers (NASBO), Commercial Real Estate Woman (CREW-SF and CREW-CA), RNM Properties, various UC special interest groups (executive program clients, OB group, evening program orientation and alumni events, Women in Leadership), Santa Clara Executive program and others.

PROFESSIONAL AFFILIATIONS

Academy of Management, Member

RESEARCH INTERESTS

The role affect and language in negotiations
Procedural justice

PRESENTATIONS and UNIVERSITY SERVICE

Undergraduate Program Committee Member (2009)
Shadow Negotiations and the Art of Woo (2009)
Managing Perceptions to Maximize Your Impact, Women in Leadership Conference (2008)
Working with Difficult People Presentation for Peers@haas (2007)
Undergraduate Program Faculty Advisor (2007)
Negotiating for Change, Women in Leadership Conference (2007)
Developing Negotiating Skills, Women in Leadership Conference, Santa Clara U (2006)
Negotiating in Daily Life Workshop, Women in Leadership Conference (2006)
Chair, Emotions and Negotiations; PON-IRENE Special Conference in Negotiation (2005)
Negotiating with Power Workshop; Women in Leadership Conference (2005)
Speaker for Second Annual West Coast Private Equity Conference (2005)
Sponsor and Advisor for student initiated course on Women in Leadership (2005)
Sponsor and Advisor for student initiated course on Business Etiquette (2004)
Negotiating with Difficult People Workshop; Goldman School of Public Policy (2004)
Undergraduate Commencement Ceremony Participant; Handed out scrolls (2004)
Negotiating with Difficult People Workshop; Women in Leadership Conference (2003)
Negotiation Workshop; Haas Business School Alumni Salary (2003)
Cross Cultural Negotiation Workshop; Women in Leadership Conference (2002)
Panelist and moderator for Women in Leadership Conference (1999-2001)
Negotiation Workshop; Evening MBAs (1994-2002)
Sponsor and Advisor for student initiated course on Leadership (2001-2002)
Moderator for Technology Conference (1999)
Interviewing for International Students; Invited Presentation for International Club (1998)
Host for MBA Powerpoint Presentations (1996, 1997)
Salary Negotiation Seminar; Evening MBAs--Career Day Event (1996)
Salary Negotiation Seminar; Women in Leadership Conference (1996)
Salary Negotiation Seminar; Organizational Behavior Club (1996, 1997)
Salary Negotiation Seminar; Undergraduate Business Association (1996)
Coach for the Miles Organizational Behavior Award (1996)
Gender Differences in Salary Negotiations; Organizational Behavior Club (1995)
Host for MBA Powerpoint Presentations (1995)
Invited Presentation ("Looking Fair vs. Being Fair"); Organizational Behavior Club (1994)
Negotiation Seminar for Minority Undergraduate Business Association (1994)
Moderator for Panel on Organizational Justice, Academy of Management, Atlanta, Georgia (1993)