

MORELA HERNANDEZ

**Affiliation:**

Associate professor of business administration at the Darden School of Business, University of Virginia, and academic director of Behavioral Research at Darden (BRAD).

Ideas:

Her research focuses on the ethics of leadership. How and why do leaders act to protect the long-term welfare of others? Also studies the role of diversity in organizational systems and decision-making practices. How do biases unfold within an organizational system designed to influence decision-making and behaviour?

Content:

Frequent contributor to MIT Sloan Review.

Bio:

"I'm a nerd. I've always been one." Originally from Brazil and Honduras, she has a PhD from Duke University. Prior to academia, she worked in finance at Enron - experiencing the roller-coaster ride of this now infamous business case.

Verdict:

"Ethical expert with real world experience." Thinkers50

Website:

morelahernandez.com

Social:

Not active