

Carl Blaine Horton Jr

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EDUCATION

Columbia Business School, New York, NY
Ph.D. candidate (2020 - present)

Columbia University, New York, NY
Post-Baccalaureate in Psychology (2016 - 2018)

The New School, New York, NY
B.A. in Literature from The New School with
Honors (2007 - 2011)

PEER-REVIEWED RESEARCH

Horton, C. B., Adam, H., & Galinsky, A. D. (2025). Evaluating the evidence for enclothed cognition: z-curve and meta-analyses. *Personality and Social Psychology Bulletin*, 51(2), 203-221.
<https://doi.org/10.1177/01461672231182478>

Horton, C. B., Bailey, E., & Iyengar, S. S. (2025). Pinning down authenticity: Development and validation of a state authenticity measure. *Self and Identity*.
<https://doi.org/10.1080/15298868.2024.2434750>

Rossignac-Milon, M., Pillemer, J., Bailey, E. R., **Horton, C. B.**, & Iyengar, S. S. (2024). Just be real with me: Perceived partner authenticity promotes relationship initiation via shared reality. *Organizational Behavior and Human Decision Processes*. <https://doi.org/10.1016/j.obhdp.2023.104306>

Horton, C. B., White, M. W., & Iyengar, S. S. (2023). Bias against AI art can enhance perceptions of human creativity. *Scientific Reports*, 13(1), 19001. <https://doi.org/10.1038/s41598-023-45202-3>

Bailey, E. R., **Horton, C. B.**, & Galinsky, A. D. (2022). Enclothed harmony or enclothed dissonance? The effect of attire on the authenticity, power, and engagement of remote workers. *Academy of Management Discoveries*, 8(3), 341-356. <https://doi.org/10.5465/amd.2021.0081>

Revise & Resubmit Status:

Horton, C. B., Iyengar, S. S., & Galinsky, A.D. Say your name: the competitive advantages of name repetition. (Revise & Resubmit at *OBHDP*)

Horton, C.B., & Iyengar, S. S. Breaking expectations: leveraging unexpectedness enhances AI creativity. (Revise & Resubmit at *OBHDP*)

Manuscripts Ready for or Under Review:

Matz, S. C., **Horton, C. B.**, & Goethals, S. (under review at *PNAS*). The basic b*** effect: The use of LLM-based agents reduces the distinctiveness and diversity of people's choices.
<https://www.arxiv.org/pdf/2509.02910>

Horton, C. B., Grayson, S., & Iyengar, S. S. Pro-copy beliefs predict creative performance.

Horton, C. B., Akstinaite, V., Levin, C., & Galinsky, A. D. Winning words: Electoral evidence from a century of U.K. and U.S. campaign speeches.

ONGOING RESEARCH

Manuscripts In Preparation:

Horton, C. B. & Iyengar, S. S. How social signals impact evaluations of entrepreneurial creativity: a small world design.

Horton, C.B. & Matz, S. C. The danger of “more creative”: How AI revision narrows human expression.

Data Collection in Progress:

Mittal, A., **Horton, C. B.**, & Ponce de Leon, R. The value of personal identity in professional bios.

Boland, K. F., **Horton, C. B.**, & Ames, D. Addressing loss: developing effective consolation strategies in the workplace.

Tae Oh, R. *, Brucks, M. *, **Horton, C.B.***, & Iyengar, S. S. The experience of creativity as categorical expansion. (target for *JCR*)

Ideas in Development:

Horton, C.B. A comprehensive overview of presentation strategies: what do we really know?

NON-PEER-REVIEWED PUBLICATIONS

Matz, S. C. & **Horton, C.B.** (2025). AI Is Turning You Into a Basic Bitch. *Salon*.

Horton, C. B., & Mason, M. (2024). Getting curiouser and curiouser about creativity: The search for a nuanced model. Open peer commentary on “A shared novelty-seeking basis for creativity and curiosity.” *Behavioral and Brain Sciences*.

Iyengar, S. S., **Horton, C. B.**, & Duggan, B. (2025). *Think bigger workbook: A toolkit for innovation* [Manuscript submitted for publication]. Columbia University Press.

AWARDS, GRANTS, AND HONORS

Columbia Business School Outstanding Teaching Assistant Award. May, 2022

Lang Ph.D. Fellowship Grant. October, 2022

The Jerome A. Chazen Institute of Global Business Research Grant. Summer/Fall 2020

Provost's Diversity Recruitment Fellowships. Fall, 2020

CHAired CONFERENCES AND SYMPOSIA

Horton, C.B. & Rossignac-Milon, M. (2024, August). *Fostering Creative Success: Power, Intersectionality, AI Feedback, and Social Influence*. Symposium conducted at the 84th annual meeting of the Academy of Management. *Speakers: C. Blaine Horton, Analexis Glaude, F Katelynn Boland, Sahoan Kim*

Horton, C.B. & Rossignac-Milon, M. (2022, February). *Shared Reality and Authenticity*. Preconference conducted at the 23rd annual meeting of the Society for Personality and Social Psychology. *Speakers: Thalia Wheatly, Alin Coman, Sandra Cha, Erica Bailey, George Newman*

Rossignac-Milon, M., Pinelli, F. & **Horton, C.B.** (2021, February). *Shared Reality and Authenticity*. Preconference conducted at the 22nd annual meeting of the Society for Personality and Social Psychology. *Speakers: Serena Chen, Ximena Garcia-Rada, Patricia Hewlin, E. Tory Higgins, Julianna Pillemer, Maya Rossignac-Milon*

Rossignac-Milon, M., Pinelli, F., & **Horton, C.B.** (2020, February). *Shared Reality and Authenticity*. Preconference conducted at the 21st annual meeting of the Society for Personality and Social Psychology. *Speakers: Michael Hogg, Katrina Jongman-Sereno, Namkje Koudenburg, Constantine Sedikides, Rebecca Schlegel, Chadly Stern, Bill Swann*

Rossignac-Milon, M., Pinelli, F. & **Horton, C.B.** (2019, February). *Shared Reality and Authenticity*. Preconference conducted at the 20th annual meeting of the Society for Personality and Social Psychology. *Speakers: Roy Baumeister, Gerald Echterhoff, William Hirst, Sheena Iyengar, Arie Kruglanski, John Levine, Elizabeth Pinel, Elizabeth Przybylinski, Maya Rossignac-Milon, Garriy Shteynberg, Rima Touré-Tillery.*

CONFERENCE PRESENTATIONS AND POSTERS

Horton, C. B. & Iyengar, S. S. (2024, February). Predicting evaluations of creative ideas: quantifying social influence. Presentation at the '*Fostering Creative Success: Power, Intersectionality, AI Feedback, and Social Influence*' symposium at the 84th annual meeting of the Academy of Management.

Horton, C. B., Hajo, A., & Galinsky, A. D. (2024, February). Evaluating the evidence for enclotted cognition: z-curve and meta-analyses. Poster at the '*Self and Identity*' preconference at the annual meeting of the Society for Personality and Social Psychology.

Horton, C. B., White, M., & Iyengar, S. S. (2023, August). AI-Made art is worth less but can increase the perception of human creativity. Presentation at the 83rd annual meeting of the Academy of Management.

Horton, C. B., White, M. & Iyengar, S. S. (2023, April). Will AI art devalue human creativity? Presentation at the annual meeting of the East Coast Doctoral Convention.

Horton, C. B., White, M. & Iyengar, S. S. (2023, February). Will AI art devalue human creativity? Poster at the '*Judgement and Decision-Making*' preconference at the 24th annual meeting of the Society for Personality and Social Psychology.

Bailey, E. R., **Horton, C. B.**, & Galinsky, A. (2022, August). Enclotted harmony or enclotted dissonance? The effect of attire on the authenticity, power, and engagement of remote workers. Presentation at the '*Authenticity*' symposium at the 84th annual meeting of the Academy of Management.

Bailey, E. R., **Horton, C. B.**, & Galinsky, A. (2022, February). Zoom mullets and dressing for success. Poster presented at the 23rd annual meeting of the Society for Personality and Social Psychology

Horton, C.B., Rossignac-Milon, M., Higgins, E. T. (2020, February). Pinning down authenticity: development and validation of a state authenticity measure. Presentation at the 21st annual meeting of the Society for Personality and Social Psychology

Horton, C.B., Rossignac-Milon, M., Higgins, E. T. (2019, February). Differential effects of shared feelings and beliefs on closeness and certainty. Presentation at the 20th annual meeting of the Society for Personality and Social Psychology

PROFESSIONAL EXPERIENCE

Lenovo, New York, NY
Project Consultant

September 2025

GenNx360 Capital Partners (Private Equity), New York, NY

July 2025

Project Consultant

Think Bigger Inc., New York, NY June 2024 - June 2025
Founder/Chief Innovation Officer

Ernst & Young's Wavespace, New York, NY August 2021
Project Consultant

Columbia Business School, New York, NY January 2017 - September 2020
Lab Manager of the ACT Lab

Columbia University, New York, NY September 2015 - January 2017
Research Assistant and Project Manager for the Higgins Lab

Geek's OUT 501(c)(3), New York, NY June 2012 - January 2016
Board Member

Flamecon, New York, NY February 2014 - January 2016
Event Coordinator

The New School, New York, NY January 2011 - May 2011
Literary Research Assistant for Michael Pettinger

ACADEMIC SERVICE

Ad-hoc Reviewer for the *Journal of Experimental Social Psychology*, *The Economic Journal*, *Applied Cognitive Psychology*, *Health Psychology*, *Self & Identity*, *Frontiers in Social Psychology*, and the *Academy of Management Conference*

Project Consultant for the Columbia Alumni Association, New York, NY (January 2024)

The Annual Columbia PhD Work/Life Balance Survey (January 2020-April 2024)

TEACHING EXPERIENCE

Guest Lecturer + Assistant Fall 2017 - Spring 2026
Course planning (e.g., developing novel lectures and exercises), student coaching, grading, and instructional assistance for courses like Think Bigger, Leadership and Organizational Change, and Negotiations.

Consulting Fall 2018 - Spring 2025
Think Bigger Session facilitator who helped develop and conduct "ideation" sessions with organizations that include Morgan Stanley, Deloitte, WordPress VIP, GenX 360, and the Columbia Alumni Association.

Coach, Executive Education

Fall 2019 - Spring 2024

Lecture/workshop facilitator working with companies like First Eagle and Sabanci Holding alongside Sheena Iyengar, Paul Ingram, and William Duggan for Columbia's Executive Education program.

Digital Instructor

Spring 2018

Role: Guest instructor for Columbia Business School Executive Education course, Strategic Intuition and Napoleon's Glance

ADDITIONAL NON-ACADEMIC INTERESTS

- **Coding & Game Design** – I design single-player Python games as a way to combine creativity with problem-solving.
- **Performance** – Before academia, I worked as an actor on television (e.g., 30 Rock, Law & Order, One Life to Live). I love live theater.
- **Music & Writing** – I play the ukulele and Irish flute, and write poetry. It keeps me engaged with art and storytelling.
- **Movement & Wellness** – A long-time dancer, I also practice yoga and fitness training.
- **Lifelong Geek** – I love Star Trek, board games, fantasy, and am currently learning Japanese.
- **Devoted Dog Dad** – Sharing life with a Shiba Inu who is equal parts joy and mischief.