

**Speaker:**

Pushkar Maitra (Monash Business School)

**Date and Time:**

Jan 22nd, 2025 (Wednesday); 3:00 PM

**Venue:**

Econometrics lab (room no 402), Fourth floor,  
Department of Economics, Rahul Bajaj Technology Innovation  
Center

**Title: Do status and identity shape adherence to advice?**

**Abstract:** Many of the decisions we make are significantly shaped by advice from others. Despite this, limited research has explored whose advice we are more inclined to follow and how this influences social outcomes. In a lab-in-the-field survey experiment with approximately 3000 farmers in India, we examine whether the status and identity of the advisor influences cooperative behavior. Our findings indicate that the advisor's identity does not influence the likelihood of following advice when the advice promotes pro-social outcomes. However, identity does affect the willingness to follow advice when the advice has negative social consequences. Investigating mechanisms, we find that women are more inclined to adopt the (selfish) equilibrium strategy when advised by men, while advisees are more likely to make socially sub-optimal choices if the advisor shares their caste identity. A natural experiment allows us to separate the impact of status and identity and shows that previous exposure to role models neutralizes the influence of gender but accentuates the impact of caste identity. We validate the generalizability of our results using data from an agricultural advisory program involving the same sample

**About the speaker:** Pushkar Maitra is Professor of Economics, Monash Business School, Monash University, Australia. His primary areas of research are Development Economics, Applied Econometrics, Experimental Economics and Political Economy. He has published extensively in refereed international journals, including Review of Economic Studies, Journal of Development Economics, European Economic Review, Journal of European Economic Association, Journal of Health Economics, Journal of Applied Econometrics, American Journal of Political Science, Journal of Economic Behavior and Organization and World Development. He has been the chief investigator in successful grant applications from USAID, AUSAID under the ADRA program, International Growth Centre (IGC), Australian Research Council (ARC), Bill and Melinda Gates Foundation, the Institute for Money, Technology and Financial Inclusion (IMTFI), DFID and IFREE.