

MARTHA JEONG

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ACADEMIC POSITIONS

Hong Kong University of Science and Technology

Assistant Professor, Department of Management

July 2019-Present

EDUCATION

Harvard Business School

2019

Ph.D. in Organizational Behavior

Committee: Francesca Gino, Julia Minson, Leslie John, & Laura Huang

Harvard Law School, J.D.

2007

Rice University, B.A. in Psychology & English, *magna cum laude*

2003

PROFESSIONAL EXPERIENCE

Litigation Attorney (San Francisco, CA)

2007-2013

RESEARCH INTERESTS

Learning from success/failure; Advice-seeking; Judgment & Decision-making; Negotiation

PUBLICATIONS

+ Denotes student/post-doc collaborator

Chen, A.Z.+, **Jeong, M.**, & Rigolizzo, M. (2026). Learning in a Noisy World: How lucky successes and unlucky failures shape learning consequences (Registered Report Protocol). *PLOS ONE* 21(6): e0352416.doi.org

Jeong, M., Minson, J., & Gino, F. (2020). In generous offers I trust: The effect of first-offer value on economically vulnerable behaviors, *Psychological Science* 41(6): 644-653.

John, L.K., **Jeong, M.**, Gino, F., & Huang, L. (2019). The self-presentational consequences of upholding one's stance in spite of the evidence, *Organizational Behavior and Human Decision Processes*, 154, 1-14.

Jeong, M., Minson, J., Yeomans, M., & Gino, F. (2019). Communicating with warmth in distributive negotiations is surprisingly counter-productive, *Management Science* 65(12): 5813-5837.

PAPERS UNDER REVIEW OR REVISION

+ Denotes student/post-doc collaborator

Jeong, M., Dong, S.+, & Blunden, H. Learning from Success (and Failure): Contrastive learning is an effective yet underappreciated strategy, *revise and resubmit at Management Science*.

Jeong, M. & Chen, A.Z.+ Show Some Constraint: Following a structured process fosters greater receptiveness than relying on intuition, *revise and resubmit at Journal of Experimental Social Psychology*.

Dong, S.+, **Jeong, M.**, & Ma, S.+ Reverse the Curse of Failure: Learning cues increase preferences to seek advice from those who have overcome failure to achieve success, *under review at Organizational Behavior and Human Decision Processes*.

SELECTED RESEARCH IN PROGRESS

- Chen, A.Z., **Jeong, M.**, & Zhang, T. Ask about the Journey, not the Destination: Seeking process advice leads to positive impressions and more helpful advice than outcome advice, *in prep for submission*.
- Cho, J., Lee, S., **Jeong, M.**, & Savani, K. Contrasting Effects of Authenticity on Persistence in Distributive vs. Integrative Negotiations: The role of the sense of power, *in prep for submission*.
- Ma., S., Dong, S., & **Jeong, M.** Uncovering the Bias for Ease: Preferences for effortless success misguide advice choices, *in prep for submission*.
- Jeong, M.**, Chen, A.Z., Minson, J., & Soll, J. The Thrill of Intuition: Expectations of enjoyment increase adoption of intuitive choice strategies, *data collection in process*.
- Dong, S., Chen, A.Z., **Jeong, M.**, & Blunden, H. Asking for advice about achieving success versus avoiding failure, *data collection in process*.
- Magni, F. & **Jeong, M.** The behavioral consequences of AI evaluations on creativity, *data collection in process*.

BOOK CHAPTERS

- Jeong, M.**, Minson, J., & Gino, F. (2020). *Psychological Shortcomings to Optimal Negotiation Behavior: Intrapersonal & Interpersonal Challenges*. In P.A.M. Van Lange, E.T. Higgins, & A.W. Kruglanski (Eds.), *Social Psychology: Handbook of Basic Principles* (3rd Edition). New York: The Guilford Press.

POPULAR PRESS

- Jeong, M.** (2023, June 19). How to Manage Negotiating for Your Team?, *Harvard Business Review Women at Work*
<https://hbr.org/podcast/2023/06/how-to-manage-negotiating-for-your-team>
- Jeong, M.** (2021, March 23). How to Ace a Virtual Negotiation?
<https://hkust.edu.hk/news/research-and-innovation/how-ace-virtual-negotiation-be-nice-or-tough>
- Jeong, M.**, Minson, J., Yeomans, M., & Gino, F. Research: Nice Negotiators Finish Last, *Harvard Business Review* January/February 2020.
- Jeong, M.** (2019, October 31). The High Cost of Negotiating While Nice
<https://www.thelisttv.com/the-list/negotiating-while-nice-10-30-2019/>
- Jeong, M.**, John, L.K., Gino, F., & Huang, L. Research: Changing Your Mind Makes You Seem Intelligent, *Harvard Business Review.org* September 2019 <https://hbr.org/2019/09/research-changing-your-mind-makes-you-seem-intelligent>
- Jeong, M.**, Minson, J., Yeomans, M., & Gino, F. Research: Being Nice in a Negotiation Can Backfire, *Harvard Business Review.org* September 2019 <https://hbr.org/2019/09/research-being-nice-in-a-negotiation-can-backfire>

CHAired SYMPOSIA

- Jeong, M.** *Conflicts & Biases: Role of Information Avoidance and Intuition in Shaping Decision Strategies*. Showcase Symposium at the 2018 Academy of Management, Conflict Management Division, Chicago, IL. Presenters: Jane Risen, Daniel Feiler, Jeremy Cone, Sean Fath, & Martha Jeong

CONFERENCE PAPER PRESENTATIONS

(EXCLUDES COAUTHOR PRESENTATIONS)

Dong, S., **Jeong, M.**, & Ma, S. Preference for the Natural Advice-Giver: Failure is overlooked unless people think about who learned more

- Society of Judgment and Decision-Making, San Francisco, California (November 2023)

Jeong, M. & Dong, S. Learning from the best (and worst): Comparative learning improves performance but is undervalued

- Academy of Management, Boston, MA (August 2023)
- Society of Judgment and Decision-Making, San Diego, California (November 2022)

Jeong, M., Minson, J., & Soll, J. Do as I say, not as I do: Decision-makers choose to follow their own intuitive judgment, but recommend others adhere to a structured process

- Academy of Management, Chicago, IL (August 2018)
- East Coast Doctoral Student Conference, New York, NY (May 2018)
- Society of Judgment and Decision-Making, Vancouver, Canada (November 2017)

Jeong, M., Minson, J., Yeomans, M., & Gino, F. Communicating with warmth in distributive negotiations is surprisingly counter-productive

- International Association for Conflict Management, Philadelphia, PA (July 2018)
- 14th Annual Whitebox Advisors Graduate Student Conference, New Haven, CT (April 2018)
- Wharton Women in Business Academia Conference, Philadelphia, PA (April 2018)
- Academy of Management, Atlanta, GA (August 2017)
- East Coast Doctoral Student Conference, New York, NY (April 2017)

John, L.K., **Jeong M.**, Gino, F., & Huang, L. Backing down: The self-presentational consequences of changing one's mind

- Society of Judgment and Decision-Making, Boston, MA (November 2016)
- Academy of Management, Anaheim, CA (August 2016)
- International Association for Conflict Management, New York, NY (June 2016)
- Behavioral Decision Research in Management, Toronto, Canada (June 2016)
- NYU-Columbia Doctoral Student Conference, New York, NY (May 2016)
- Wharton Women in Business Academia Conference, Philadelphia, PA (April 2016)

INVITED TALKS

2020 - Columbia Business School, Department of Management

2019 - Hong Kong University of Science and Technology, Department of Management

2019 - Rice University, Jones Graduate School of Business

2018 - University of Illinois Urbana-Champaign, Gies College of Business

2018 - University of Pennsylvania, Wharton (OID)

2018 - Cornell University, ILR School

TEACHING EXPERIENCE

Hong Kong University of Science and Technology

- 2020-2026, Organizational Behavior
- Business YoungStars MGMT Seminar (2021, 2022, 2023, 2024, 2025, 2026)
- JUPAS (2021, 2024)

Harvard Kennedy School

Guest Lecturer: MLD224 – Behavioral Science of Negotiations

- October 2017, “Communication Style & Managing Relationships”
- September 2017, “Negotiations & Anger”

Formula 1 Engineering Academy

Guest Lecturer: Team Decision-Making & Decision-Making Biases

- June 2018 (Montreal), September 2018 (Singapore), November 2018 (Abu Dhabi)

AWARDS

Winner of Franklin Prize for Teaching Excellence	2023
Lee Heng Fellow	2021-2022
Finalist for Franklin Prize for Teaching Excellence	2021
The Program on Negotiation at Harvard Law School Next Generation Grant	2016, 2017
Howard Raiffa Doctoral Student Paper Award	2016
Harvard Kennedy School Dean’s Research Fund Award	2016

GRANTS

Hong Kong RGC Early Career Scheme Research Grant	(PI, 2023 – 2025)
Project title: Asking about Successes versus Failures	
Hong Kong RGC General Research Fund Grant	(PI, 2025 – 2028)
Project title: Improving Advice-Seeking Communication	

PROFESSIONAL ACTIVITIES AND AFFILIATIONS

Member, Academy of Management
Reviewer & Member, International Association for Conflict Management
Member, Society for Judgment and Decision Making
Reviewer & Member, Behavioral Decision Research in Management