

MARTHA JEONG

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ACADEMIC POSITIONS

Hong Kong University of Science and Technology

Assistant Professor, Department of Management

2019-Present

Lee Heng Fellow

2021-2022

EDUCATION

Harvard Business School, Ph.D. in Organizational Behavior

2019

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 versus failure; Advice-seeking; Judgment and decision-making; Negotiation

PEER REVIEWED ACADEMIC PUBLICATIONS

+ Denotes advisee/PhD student 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.

PROFESSIONAL PUBLICATIONS & POPULAR PRESS

Jeong, M. (2023). 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., Minson, J., Yeomans, M., & Gino, F. (2020, January-February). Research: Nice Negotiators Finish Last. *Harvard Business Review*, 98(1), 28-29.

Jeong, M., John, L.K., Gino, F., & Huang, L. (2019, September 11). Research: Changing Your Mind Makes You Seem Intelligent. *Harvard Business Review*.

<https://hbr.org/2019/09/research-changing-your-mind-makes-you-seem-intelligent>

Jeong, M., Minson, J., Yeomans, M., & Gino, F. (2019, September 6). Research: Being Nice in a Negotiation Can Backfire. *Harvard Business Review*.

<https://hbr.org/2019/09/research-being-nice-in-a-negotiation-can-backfire>

ACADEMIC PAPERS UNDER REVISION OR REVIEW

+ Denotes advisee/PhD student collaborator

Jeong, M., Dong, S.+, & Blunden, H. [Learning from success & failure], *revise and resubmit at Management Science*.

Dong, S.+, **Jeong, M.**, & Ma, S.+ [Trajectories of success & advice-seeking], *revise and resubmit at Organizational Behavior and Human Decision Processes*.

Jeong, M. & Chen, A.Z.+ [Intuition & mind-change], *reject and resubmit at Organization Science*.

Chen, A.Z.+, **Jeong, M.**, & Zhang, T. [Process versus outcome advice-seeking], *revise and resubmit at Organizational Behavior and Human Decision Processes*.

Yeomans, M., Huang, K., **Jeong, M.**, Collins, H., Minson, J., Wood Brooks, A., & Kennedy, M.T. [Improving data integrity], *under review at Journal of Management Scientific Reports*.

SELECTED RESEARCH IN PROGRESS

+ Denotes advisee/PhD student collaborator

Cho, J., Lee, S., **Jeong, M.**, & Savani, K. [Authenticity in negotiations], *in prep for submission*

Ma., S.+, Dong, S.+, & **Jeong, M.** [Success and advisor selection], *in prep for submission*

Jeong, M., Chen, A.Z.+, Minson, J., & Soll, J. [Intuition & enjoyment], *data collection in process*

Dong, S.+, Chen, A.Z.+, **Jeong, M.**, & Blunden, H. [Advice & failure], *data collection in process*

Magni, F. & **Jeong, M.** [AI & 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.

RESEARCH GRANTS

Hong Kong RGC Early Career Scheme Research Grant	PI, 2023 – 2025
Project title: Asking about Successes versus Failures	
Grant Amount: HKD 416,000	
Hong Kong RGC General Research Fund Grant	PI, 2025 – 2028
Project title: Improving Advice-Seeking Communication	
Grant Amount: HKD 268,000	

AWARDS

Winner of Franklin Prize for Teaching Excellence (UG core)	2023
Finalist for Franklin Prize for Teaching Excellence (UG core)	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

TEACHING EXPERIENCE

Hong Kong University of Science and Technology

- 2020-2026, Organizational Behavior (UG core)
- 2026, Managing Conflict and Building Collaboration (MBA)

- 2021-2026, Negotiation & Decision-Making (Business YoungStars MGMT Seminar)
- 2021 & 2024, Negotiation (JUPAS)

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)

SELECTED CONFERENCE 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)

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

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

UNIVERSITY SERVICE

Member of MGMT Department Recruiting Committee	2021-present
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Organizer & Member of OB Lab (Micro)	2020-2025
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MGMT Department Research Seminar Coordinator (Micro)	2020, 2022
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OB Course Coordinator	2024
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PhD Advisor to Amanda Z. Chen and Sherry X. Dong (both expected 2027 graduation)	
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