

# SANGAH BAE

Northeastern University, Hayden Hall, Boston, MA 02115  
sa.bae@northeastern.edu  
sangahbae.com

## POSITIONS

---

### Northeastern University, Boston, MA

- Assistant Professor, Management and Organizational Development, D'Amore-McKim School of Business (2025- )
- Assistant Professor (joint), Communication Studies, College of Arts, Media and Design (2025- )

## EDUCATION

---

### Cornell University, Ithaca, NY

- Ph.D. in Organizational Behavior, 2025

### Northwestern University, Evanston, IL

- M.S. in Integrated Marketing Communications, 2009
- Concentration: Marketing Analytics and Digital Marketing

### University of Seoul (U.O.S), Seoul, Korea

- B.S. in Business Administration, 2008
- Exchange Student Program at State University of New York (SUNY) Stony Brook NY, 2007
- Visiting Researcher, Urban Planning at Monash University, Melbourne, Australia, 2006

## HONORS, AWARDS, AND GRANTS

---

- Best Reviewer Award, OB Division, Academy of Management, 2025
- Workplace Inclusion and Diversity Education (WIDE) Small Research Grant (\$5,000), Cornell University, 2024
- Cornell Center for Social Sciences (CCSS) Small Research Grant (\$7,800), Cornell University, 2024
- Workplace Inclusion and Diversity Education (WIDE) Travel Grant (\$2,500), Cornell University, 2024
- ExPO Small Research Grant on Warmth and Compliance Project (\$9,265), Cornell University, 2023
- ExPO Small Research Grant on SDO and Preference of Hierarchy Project (\$5,200), Cornell University, 2023
- ExPO Small Research Grant on Digital Influence Perception Project (\$1,000), Cornell University, 2022
- ExPO Small Research Grant on Preference for Maintaining Suffering Project (\$1,500), Cornell University, 2022
- Research Assistance Award (\$750), Cornell University, 2021
- Graduate Student Travel Grant (\$1,000 per year), Cornell University, 2019-2024
- Exchange Student Grant (Full tuition for one semester to study abroad), University of Seoul, 2007
- Visiting Scholar Grant (Tuition, room & board for eight weeks), University of Seoul, 2006
- Global Research Grant (\$10,000), Municipal Government of Seoul & University of Seoul, 2004
- Dean's List with Academic Tuition Scholarship, University of Seoul, 2003-2005

## RESEARCH INTERESTS

---

Social Cues, Interpersonal Perception, Managerial Decision Making, Technology at Work, Inequality

## JOURNAL PUBLICATIONS

---

Bae, S. & Fath, S. (2025). Hierarchy as a Signal of Culture and Belonging: Exploring Why Egalitarian Ideology Predicts Aversion to Hierarchical Organizations. *Journal of Experimental Social Psychology*.

## MANUSCRIPTS WITH INVITED REVISIONS AND IN PREPARATION

---

**Bae, S. & Woolley, K.** (2<sup>nd</sup> Round Revise & Resubmit). Managers Allocate Additional Tasks to Intrinsically Motivated Employees: Exploring Mechanisms, Consequences, and Solutions. *Organization Science*.

**Bae, S. & Bohns, V. K.** Managers Give Additional Work to Employees who Like Them More (vs. Less). Preparing manuscript for submission to *Organizational Behavior and Human Decision Processes*.

**Bae, S., Malcomb, C. S., & Zitek, E.** Choosing to Maintain Suffering: People who Previously Suffered Resist Changes to Reduce Suffering for Those That Come Next. Preparing manuscript for submission to *Psychological Science*.

## ONGOING RESEARCH PROJECTS

---

**Bae, S.** *Artificial Intelligence (vs. Career Services) Use by First-Generation (vs. Non-First-Gen) Students is Perceived as Less Effective* (data collection).

**Bae, S.** *Managers Prefer Artificial Intelligence (vs. Delegation) Despite Added Workload* (data collection).

**Bae, S., Mignault, M. C., & Bohns, V. K.** *Lower (vs. Higher) Social Class Individuals Perceive Help Asking as More Stigmatizing* (data collection).

**Bae, S. & Bohns, V. K.** *First-Generation (vs. Non-First-Gen) Students Underestimate the Benefits of Mentorship* (data collection).

**Bae, S. & Bohns, V. K.** *Managers from Lower (vs. Higher) Socio-economic Status (SES) Backgrounds Fear Interpersonal (vs. Task) Conflict More, but Are More Willing to Undertake Interpersonal Conflict to Achieve Task Goals* (data collection).

**Bae, S.** *'Et tu, Brute?' Managers Respond More Negatively When Employees with Positive Social Cues Decline the Additional Work* (data collection).

**Bae, S. & Bohns, V. K.** *Perceived Influence in the Digital Space and its Consequences* (data collection). [Funded by NSF Grant – Information and Intelligent Systems]

**Bae, S.** *Additional tasks: A Theoretical Framework, Key Dimensions, and Perspectives* (idea generation).

**Bae, S.** *Organizational Representation from Artificial Intelligence Sends Wrong Signal* (idea generation).

## ORGANIZED SYMPOSIA

---

- **Bae, S.** (Co-Chair; 2024). *Emotional Intelligence as the Heart of the Workplace: Navigating Social Cues and People Perceptions*. Academy of Management, Chicago, IL.  
Speakers: Valentina Schneider (Co-Chair), Polly Kang, Kristina Wald, Maurice Schweitzer
- **Bae, S.** (Co-Chair; 2023). *Taken by Surprise: Exploring the Impact of Misaligned Expectations*. Academy of Management, Boston, MA.  
Speakers: Yanhong Li (Co-Chair), Claire Malcomb Sandman, Jennifer Ho, Vanessa Bohns
- **Bae, S.** (Chair; 2022). *Mental Representation and Misconceptions*. Society for the Science of Motivation, Chicago, IL.  
Speakers: Phuong Q. Le, Bradley Turnwald, Sangah Bae, Eliana Polimeni

## INVITED TALKS

---

- Syracuse University, Whitman School of Business, Department of Management
- IESEG, International Negotiation and Conflict Management Department
- Northeastern University, D'Amore-McKim School of Business, Management and Organizational Development (MOD) Group

## ACADEMIC CONFERENCE PRESENTATIONS

---

- **Bae, S.** (2025). *'Et tu, Brute?' Managers Respond More Negatively When Employees with Positive Social Cues Decline the Additional Work*. Organized Symposium presentation at the Academy of Management, Copenhagen, Denmark
- **Bae, S., Bohns, V.** (2025). *Warmth x Compliance: Managers Give More Work to Employees Who Like Them More*. Single Paper presentation at the Academy of Management, Copenhagen, Denmark
- **Bae, S., Bohns, V.** (2025). *Warmth x Compliance: Managers Give More Work to Employees Who Like Them More*. Data-blitz presented at the International Association for Conflict Management Conference, Burlington, VT
- **Bae, S., Bohns, V.** (2025). *Warmth x Compliance: Managers Give More Work to Employees Who Like Them More*. Organized Symposium presentation at the Society for Personality and Social Psychology, Denver, CO
- **Bae, S.** (2024). *Artificial Intelligence (vs. Career Services) Use Is Perceived Differently for First-Gen (vs. Non-First-Gen) Students*. Poster presentation at the International Association for Conflict Management Conference, Singapore
- **Bae, S., Bohns, V.** (2024). *Warmth x Compliance: Managers Give More Work to Employees Who Like Them More*. Data-blitz presented at the International Association for Conflict Management Conference, San Diego, CA
- **Bae, S.** (2024). *Artificial Intelligence (vs. Career Services) Use Is Perceived Differently for First-Gen (vs. Non-First-Gen) Students*. Rapid-fire presentation at the Diversity in Management and Organizations Conference, Singapore
- **Bae, S., Bohns, V.** (2024). *Warmth x Compliance: Managers Give More Work to Employees Who Like Them More*. Poster presented at the Society for Personality and Social Psychology, San Diego, CA
- **Bae, S., Bohns, V.** (2023). *Warmth x Compliance: Managers Give More Work to Employees Who Like Them More*. Organized Symposium presentation at the Academy of Management, Boston, MA
- **Bae, S., Woolley, K.,** (2023). *The intrinsic motivation penalty: Intrinsically motivated workers are assigned extra tasks*. Presented at the Trans-Atlantic Doctoral Conference, London, U.K.
- **Bae, S., Fath, S.** (2023). *Egalitarianism and Managerial Hierarchy: Exploring when egalitarian ideology predicts aversion—and attraction—to managerial hierarchy*. Single Paper presentation at the International Association for Conflict Management Conference, Thessaloniki, Greece
- **Bae, S., Malcomb, C. S., Zitek, E.** (2023). *Maintain Suffering: People who Previously Suffered Resist Changes to Reduce Suffering for Those That Come Next*. Data blitz presented at the East Coast Doctoral Conference, New York, NY
- **Bae, S., Malcomb, C. S., Zitek, E.** (2023). *Maintain Suffering: People who Previously Suffered Resist Changes to Reduce Suffering for Those That Come Next*. Poster presented at the Society for Personality and Social Psychology, Atlanta, GA
- **Bae, S., Fath, S.** (2022). *SDO and Preference for Hierarchy: People High in Social Dominance Orientation Prefer High (versus Low) Hierarchical Organization*. Single Paper presentation at the Academy of Management, Seattle, WA
- **Bae, S., Woolley, K.** (2022). *The intrinsic motivation penalty: Intrinsically motivated workers are assigned undesirable tasks*. Single Paper presentation at the Society for the Science of Motivation, Chicago, IL
- **Bae, S., Fath, S.** (2022). *SDO and Preference for Hierarchy: People High in Social Dominance Orientation Prefer High (versus Low) Hierarchical Organization*. Poster presented at the Society for Personality and Social Psychology, San Francisco, CA
- **Bae, S., Woolley, K.** (2020). *The intrinsic motivation penalty: Those higher on intrinsic motivation are given undesirable tasks*. Presented at the Organizational Behavior Brownbag series, Cornell University

- **Bae, S., Woolley, K. (2020).** *The intrinsic motivation penalty: Those higher on intrinsic motivation are given undesirable tasks.* Presented at the Academy of Management Conference, Virtually (recorded) in lieu of Vancouver, CA
- **Bae, S., Woolley, K. (2020).** *The intrinsic motivation penalty: Those higher on intrinsic motivation are assigned more undesirable tasks.* Presented at the International Association for Conflict Management Conference, Virtually (synchronous) in lieu of Charleston, SC
- **Bae, S., Woolley, K. (2020).** *The intrinsic motivation penalty: Intrinsically motivated workers are assigned undesirable tasks.* Presented at the East Coast Doctoral Conference, New York, NY
- **Bae, S., Woolley, K. (2019).** *The intrinsic motivation penalty: Intrinsically motivated workers are assigned undesirable tasks.* Poster presented at the Society for Personality and Social Psychology, Portland, OR

## TEACHING EXPERIENCE

---

**Cornell University:** Guest Lecturer, Ithaca, NY

- Guest lecturer for Leadership Theory and Practice (NBA5150) class, Spring, 2024
  - Taught Leading with Technology and Artificial Intelligence at a graduate level (Masters') class at Johnson School of Business; Average Rating 4.6/5.0

**Cornell University:** Teaching Assistant, Ithaca, NY

- Teaching Assistant for Introduction of Organizational Behavior (OB1220) class, FA 2020
  - Taught two sections with 52 students (Undergraduates), leading Friday hourly discussions and debriefing weekly learnings for 12 weeks; Average Rating 4.6/5.0

**Glasgow Caledonian New York College (IE New York College):** Sole Instructor, Adjunct Faculty, New York, NY

- Taught a graduate level class, Digital Fashion Branding and Delivery, SP 2018, FA 2018, SP 2019
  - New class development for Masters' program with a managerial decision-making focus
- Master's Thesis Advisor: Frank Zambrelli "Understanding How Innovative Finance Vehicles Can Scale Renewable Energy Conversion and Reduce Environmental and Social Impacts Across Fashion's Supply Chain" (2018)

**Northwestern University:** Research Assistant, Evanston, IL

2008 – 2010

- Research assistant of Professor Kalyan Raman, Professor of Marketing
- Studied inequality and quantitative marketing on wealth redistribution and income inequality

**University of Seoul (U.O.S):** Research Assistant, Seoul, Korea

2004 – 2008

- Research assistant of Professor Junghun Derek Sohn, Professor of Management
- Studied management strategy in Knowledge Management System

## INDUSTRY EXPERIENCE

---

**Summary:** Data analytics and digital marketing industry leader featured in articles, written white papers, and gave invited talks with 10+ years of award-winning experience. Managed multi-million dollar accounts per year and teams of 80+ personnel as the department head of Insights & Analytics at Neo@Ogilvy, the world's largest media company.

- **Neo@Ogilvy:** Sr. Partner, Director, Head of Insights & Analytics, New York, NY 2016 – 2019  
Clients: Healthcare, Finance & Banking, Insurance, Education Services, Logistics & Parcel Management
- **Critical Mass:** Analytics Lead, Marketing Science, Chicago IL 2015 – 2016  
Clients: Automotive, Hotel & Hospitality, Travel & Airlines, Home Improvements & Parts, Finance & Banking
- **Razorfish:** Analytics Manager, Data Sciences and Research, Chicago IL 2013 – 2015  
Clients: Mobile & Telecommunications, Consumer Packaged Goods, Travel & Airlines, Manufacturing, Retail
- **Motorola Mobility, a Google Company:** Global Retail Marketing Specialist, Chicago, IL 2010 - 2013

## INDUSTRY PRESENTATIONS AND ORGANIZED SYMPOSIA

---

- Co-chair of New York Chapter, Digital Analytics Association (moved from co-chairing Chicago chapter), 2015-2019
- Panelist, ‘Logical Data Warehouse’, Solix Empower Conference, 2018
- Speaker, ‘Holistic View of Attribution’, Marketing Evolution Experience, 2018
- Speaker, ‘Building Regression with Your Everyday Tool; Excel’ Digital Analytics Association, 2018
- Speaker, ‘Marketing Technologies, Customer Data and Analytics’, Digital Analytics Association, 2017
- Symposia chair, ‘Digital Analytics Symposia’, Digital Analytics Association, 2017
- Moderator, ‘Artificial Intelligence and Customer Lifetime Value’ eMetrics Summit, 2017
- Discussion panel, ‘Women in Analytics’, Advertising Research Foundation, 2016

## INDUSTRY HONORS, AWARDS, AND GRANTS

---

- Silver winner in Sports – Branded Entertainment & Content category (Analytics Director), Clio Awards, 2019
- Honorary mention on best data visualization category, Divvy data challenge, 2015
- Bronze winner on Technology category (Analytics Manager), Shorty Awards, 2015
- Best in Show winner in Website Features - User Experience (Lead analyst), W3 Awards, 2014
- Gold winner in Website Features – Structure and Navigation (Lead analyst), W3 Awards, 2014
- Social Native Advertising Honoree (Lead analyst), Webby Awards, 2014

## REFERENCES

---

- Vanessa Bohns, Department Chair and Professor of Organizational Behavior, ILR School, Cornell University
- Kaitlin Woolley, Professor of Marketing, SC Johnson College of Business, Cornell University
- Sean Fath, Assistant Professor of Organization Behavior, ILR School, Cornell University