

SIMONE TANG

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EDUCATION

Duke University

Ph.D. Management and Organizations 2018

University of Pennsylvania

M.A. Criminology (sub-matriculation), *summa cum laude* 2010

B.A. Psychology (*Hons.*), *summa cum laude* 2010

ACADEMIC APPOINTMENTS

Cornell University

SC Johnson College of Business, School of Hotel Administration

Assistant Professor of Organizational Behavior July 2018

*Covid extension 2020-2021

*Medical leave 2022-2023

RESEARCH INTERESTS

- Morality, ethics, and ideology
 - Moral perceptions of organizations and organizational actors
 - Morality and ethics in social relationships
 - Ideology in perceptions and decision-making in organizations

PEER-REVIEWED PUBLICATIONS

*Student advisee at start of project

1. **Tang, S.** & Gray, K. (2025). When and why we derogate family members of leaders, *Journal of Experimental Social Psychology*, 120, 104781.
2. Lees, J.*., **Tang, S.**, & Sidanius, J. (2025). Anti-Egalitarians Are Lenient Toward Corporate Misconduct: Mixed Evidence for the Role of Threat and Mind Perception. *Social Psychological and Personality Science*, 19485506251383988.
3. **Tang, S.** & Gray, K. (2023). Do Companies Think and Feel? Mind Perception of Organizations and its moral consequences, *Cognitive Science*, 47(8), e13320.
4. **Tang, S.**, Shepherd, S., & Kay, A.C. (2023). When do we judge ingroup members more harshly? A morality as social glue perspective, *European Journal of Social Psychology*, 53, 1605-1622
5. **Tang, S.** & Gray, K. (2021). Feeling empathy for organizations: Moral Consequences, Mechanisms, and the Power of Framing, *Journal of Experimental Social Psychology*, 96, 104147.

6. **Tang, S.**, Koval, C.Z., Larrick, R.P. & Harris, L.H. (2020). The Morality of Organization vs. Organized Members: Organizations are Attributed More Control and Responsibility for Negative Outcomes than are Equivalent Members, *Journal of Personality and Social Psychology*, 119(4), 901–919.
7. Ma, A., **Tang, S.**, & Kay, A.C. (2019). Psychological reactance as a function of thought versus behavioral control. *Journal of Experimental Social Psychology*, 84, 103825
8. **Tang, S.** & Gray, K. (2018). CEOs imbue organizations with feeling, enabling corporate atonement, *Journal of Experimental Social Psychology*, 79, 115-125.
9. **Tang, S.**, King, M., & Kay, A. C. (2018). Fate as a motivated (and de-motivating) belief: Evidence for a link from task importance to belief in fate to effort. *Organizational Behavior and Human Decision Processes*, 144, 74-84.
10. **Tang, S.**, Morewedge, C.K., Larrick, R.P. & Klein, J. (2017). Disloyalty Aversion: Greater Reluctance to Bet Against Close Others than the Self, *Organizational Behavior and Human Decision Processes*, 140, 1-13.
11. Morewedge, C.K., **Tang, S.**, Larrick, R.P. (2016). Betting your favorite to win: Costly reluctance to hedge desired outcomes, *Management Science*, 64(3), 997-1014.
12. **Tang, S.** & Harris, L.H. (2015). Construing a transgression as a moral or value violation impacts other-versus self-dehumanisation, *International Review of Social Psychology*, 28(1), 95-123.
13. **Tang, S.**, Shepherd, S., & Kay, A.C. (2014). Do difficult decisions increase belief in fate? A test in the context of the 2012 presidential elections, *Psychological Science*, 25, 1046-1048.
14. Gao, Y. & **Tang, S.** (2013). Psychopathic personality and utilitarian moral judgment in college students, *Journal of Criminal Justice*, 41(5), 342-349.

PAPERS IN THE REVIEW PROCESS AND ONGOING RESEARCH

*Student advisee at start of project

- **Tang, S.** CEO gender on perceptions of organizations
- **Tang, S.**, Kim, H., & Helleringer, G. How framing influences perceptions of corporate punishments
- Kniffin, K., **Tang, S.** & Doris, J. The influence of height on leadership pairs
- Choi, J.S.* & **Tang, S.** Making unethical requests
- **Tang, S.** & Choi, J.S.* Loyalty and perceptions of harm
- **Tang, S.** & Hernandez, A.* Employee diversity on humanization of organizations
- **Tang, S.**, Schlund, R.* & Berry, Z.* When and why people see the corporation as a suffering victim
- Yoon, J. *, **Tang, S.**, Berry, Z.* & Schlund, R.* Judgments of family-owned organizations

PHD COMMITTEES and PHD STUDENT ADVISEES

- Sari Mentser, Hebrew University, External examiner
- Gaoyuan Zhu, Cornell University, Committee member
- Ji Sok Choi, Cornell University, Committee member
- Alayna Hernandez, Cornell University, Committee member
- Zachariah Berry, Cornell University, placement at USC
- Rachel Schlund, Cornell University, placement at University of Chicago
- Huisi (Jessica) Li, Cornell University, placement at Georgia Tech

UNDERGRADE AND MASTERS STUDENT ADVISEES

- Jemima Yoon (UG Two-year independent project, Cornell University)
- Hasti Khalilkhani (Postgraduate, Cornell University), placement at University of Pennsylvania
- Kaelyn Park (UG Thesis, Cornell University)
- Pragati Singh (Master's in Psychology, Cornell University)
- Hunter Powers (High school, St. John's School Puerto Rico), placement at Cornell University

AWARDS AND RECOGNITION

- Cornell University Nolan Teaching Award (\$2000 honorarium) 2025
- Ted Tang Teaching Excellence Award 2024
 - In recognition of memorable faculty who have impacted students' lives (\$5000 honorarium)
 - 1 of 4 awarded in 2024
- Cornell Center for Social Sciences Faculty Fellow 2021-2022
- Israel Institute for Advanced Studies Fellow 2020-2021
 - 1 of 12 selected across American and Israeli universities
- Cornell University SHA Faculty Teaching Award 2020
- Duke University Fellow 2012-2018
- Duke University Kenan Institute for Ethics Fellow 2015-2016
- Phi Beta Kappa National Honors Society Since 2010
- Psi Chi National Psychology Honors Society Since 2009
- University of Pennsylvania University Scholar 2008-2010
- University of Pennsylvania Dean's List 2006-2010
- SPSP Graduate Student Travel Award (\$500) 2013
 - Awarded to students showing promise in Social Psychology or related field
- John Sabini Thesis Award (\$500) 2010
 - Best senior thesis in Social Psychology
- Penn Undergraduate Research Travel Grant (\$500) 2010

GRANTS

- President's Council of Cornell Women Affinito-Stewart grant (\$10,000) 2021
- Cornell Center for Social Sciences fellowship and grant (\$8500) 2021
- Cornell Center for Social Sciences small grant (\$3500) 2020
- JNF Faculty Fellowship (All expenses exchange covered ~\$10,331) 2019
- Duke University Graduate School Dean's Award (\$22,912) 2017
- Kenan Institute for Ethics Graduate Fellowship (\$3000) 2015
- Kenan-Biddle Partnership Grant (\$5000) 2014
- Duke Interdisciplinary Behavioral Research Center Grant (\$500) 2014

INVITED TALKS

EXTERNAL PRESENTATIONS

- Duke University 2026
- Society for Philosophy and Psychology 2025
 - Invited presenter for The Moral Psychology of Business
- Boston University 2025
- Penn State University, Rock Ethics Institute 2024
- Rice University 2024
- ESSEC Business School, Paris, France 2022
- University College London, UK 2019
- Kühne Logistics University, Germany, Immorality Conference 2019
- Dartmouth University 2019
- University of Hawaii-Manoa 2018
- University of Pennsylvania, Wharton Society of Women in Business Academia 2017
- University of North Carolina-Chapel Hill, Mind Perception Lab 2017
- University of British Columbia, Immorality Conference 2016

INTERNAL PRESENTATIONS

- Innovation, Entrepreneurship, and Technology, Cornell University 2025
- The Moral Psychology of Social Technology, Cornell University 2022
- Moral Psychology series, Cornell University 2021
- eCornell Keynote, What the Election Might Mean for Business, Cornell University 2020
- Gilovich Lab, Psychology, Cornell University 2020
- Center for Behavioral Economics and Decision Research (BEDR), Cornell University 2019
- Psychology Department, Duke University 2017

SELECTIVE CONFERENCE PAPER PRESENTATIONS

- Loyalty to a close other amplifies judgments of harm *Academy of Management* August 2025
- The corporate personhood perspective on diversity *International Association for Conflict Management* July 2025
- The Effect of Aggregation Framing on Moral Perceptions of Punishments *Responsible Research in Business and Management* June 2025
- Punishment framed in the aggregate vs. per-unit influences moral judgment *Conference of Empirical Legal Studies (presented by coauthor)* November 2024
- Loyalty to one's group increases perceptions of harm *Academy of Management* August 2024
- Loyalty increases perceptions of harm *International Association for Conflict Management* July 2024
- How aggregate vs. per-unit framing influences moral judgments of organizations *International Association for Conflict Management* July 2023

- How the underdog position influences perceived suffering and empathy
Israel Organizational Behavior Conference January 2023
- How the underdog position influences perceived suffering and empathy
International Association for Conflict Management July 2022
- When do we empathize with organizations?
International Society of Justice Research July 2021
- Perceptions of organizational actors: Why people derogate the children of politicians
International Association for Conflict Management July 2020
- Organizations with female (vs. male) CEOs are perceived as more compassionate and more ethical
Academy of Management August 2019
- Perceptions and judgments of organizations with female (vs. male) CEOs
International Association for Conflict Management July 2019
- Fate as a Motivated (and De-Motivating) Belief: Evidence for a Causal Relationship Between Task Importance, Belief in Fate, and Effort
Academy of Management August 2018
- Disloyalty aversion: The reluctance to bet against close others
Academy of Management August 2017
- The influence of choice and perspective-taking on perpetrator vs. victim blaming
East Coast Doctoral Conference, New York May 2017
- Disloyalty aversion: The reluctance to bet against close others
Wharton Society of Women in Business Academia Conference March 2017
- Imbuing an organization with experience fulfills our punishment motivations
SPSP Justice and Morality Preconference Graduate Student Microtalk January 2017
- Organizations are attributed more responsibility for bad outcomes
Academy of Management August 2016
- Inequality between organizations is more acceptable than between individuals
Academy of Management August 2016
- Inequality between organizations is more acceptable than between individuals
Behavioral Decision Research in Management June 2016
- Fate as a Motivated (and De-Motivating) Belief: Evidence for a Causal Relationship Between Task Importance, Belief in Fate, and Effort
Academy of Management August 2015
- Loyalty concerns inhibit profiting from a close other's outcome
Academy of Management August 2014
- Loyalty explains differences in betting behavior for self and close other
Society for Judgments and Decision-Making November 2013

EDITORIAL BOARDS

- Organizational Behavior and Human Decision Processes 2020-Present

AD HOC REVIEWING

- Applied Psychology
- Asian Journal of Social Psychology
- British Journal of Psychology
- Cognition
- Current Directions in Psychological Science
- European Journal of Social Psychology
- Frontiers in Psychology
- International Review of Social Psychology
- Journal of Personality and Social Psychology
- Journal of Economic Behavior and Organization
- Journal of Experimental Social Psychology
- Journal of Experimental Psychology: General
- Journal of Business Research
- Management Science
- Motivation and Emotion
- Organizational Behavior and Human Decision Processes
- Organization Science
- Personality and Social Psychology Bulletin
- Plos ONE
- Psychological Science
- Social Cognition
- Technological Forecasting and Social Change

ORGANIZED CONFERENCES

- SC Johnson College of Business-ILR School research camp 2019-Present
 - Design and lead annual two-day research conference showcasing research by faculty, PhD students, and invited speakers
- International Association of Conflict Management, Program Chair 2024
 - Led process on call for papers, submission reviews, and conference program construction, Best paper award committee member, Best student paper award committee member, Doctoral student workshop committee member
- Connect and Collaborate Initiative coordinator, Academy of Management CM Division 2017-2019
- North Carolina Doctoral Research Conference in OB, Marketing, and Social Psychology 2015

ORGANIZED SYMPOSIA

- **Tang, S.** (2017, August). *Is loyalty always good? The dark side of loyalty.* Symposium conducted at the meeting of the Academy of Management, Atlanta, GA
- **Tang, S.**, Koval, C.Z. & Larrick, R.P. (2016, August). *The effects of organization on situation and person appraisal.* Symposium conducted at the meeting of the Academy of Management, Anaheim, CA
- **Tang, S.** & Kay, A.C. (2015, August). *The dark side of motivation: The negative effects of pursuing desired ends.* Symposium conducted at the meeting of the Academy of Management, Vancouver, BC

SERVICE TO UNIVERSITY

To Cornell

- PhD comprehensive exams examiner 2022-present
- Faculty recruiting committee member, Marketing area 2025
- Behavioral Economics & Decision Research Center (BEDR) speaker selection committee member 2024-present
- President's Council of Cornell Women (PCCW) Alumni Town Hall faculty speaker 2024

- Faculty panelist 7th annual Johnson College of Business on “Values-based leadership in business” 2024
- PhD student admissions committee, Management and Organizations area 2019-2023
- Faculty recruiting committee member, Management and Organizations area 2021
- International Life Improvement Science jury member 2021
- Models of Excellence in Business Competition Judge 2019

To Duke

- Duke undergraduate mentees PhD mentor 2014-2018
- Duke Libraries Student Advisory Board, Board member 2016-2018
- Duke Women in Science and Engineering member 2012-2018
- Senior PhD mentor for Duke junior PhD students 2016-2017

INDUSTRY ENGAGEMENT

- KKR & Co. advised on organizational research in ad hoc capacity 2025
- Asia Pacific Hospitality Regional Conference 2024
 - Invited keynote speaker on “The morality of corporate personhood”
- Dean’s Distinguished Leadership Speaker series faculty representative 2018-Present
 - translating research for hospitality industry leaders

TEACHING

- HADM1150 Organizational Behavior and Leadership Skills 2019-Present
- NRE5170 PhD Seminar in Micro Organizational Behavior 2021-Present
- HADM-4990 Special Studies Independent Research 2021-2025
- HADM 9981 Seminar in Service Management Research 2021
- Introduction to research design and analysis 2017
- LEADS SBI Negotiations Duke Summer Program 2014-2017

PROFESSIONAL AFFILIATIONS

- Academy of Management
- International Association for Conflict Management
- International Society for Justice Research
- Society for Personality and Social Psychology
- Society for Judgments and Decision-Making
- Society of Duke Fellows

MEDIA MENTIONS AND INTERVIEWS

- KCBS All News Radio, Audacy San Francisco. 2024
 - Pope equates election candidates as anti-life as voters are still undecided. Episode 9-2-24
- HuffPost. Here's What's Going On In The Mind Of The Still-Uncertain Voter. 2024
- Fast Company. People think companies have minds and feelings. 2023
 - Here's why that matters, according to a cognitive scientist

- Management Today. Do companies think and feel? 2023
- Phys.org. What happens when we assign human qualities to companies? 2023
- Psychology Today. Bet on friendship 2017
- New York Times. Why don't we bet against our teams? 2016
- New York Times. Would You Bet Against Your Candidate? 2016
- Pacific Standard. Belief in Fate: A Way to Avoid Making Tough Decisions? 2014
- Psychology Today. Why We Believe in Fate, Sometimes 2014