

JESSICA J. W. PAEK

Indiana University Kelley School of Business
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ACADEMIC POSITIONS

Indiana University, Kelley School of Business	2024–Present
Assistant Professor, Department of Management and Entrepreneurship	

EDUCATION

Ph.D. Duke University, Fuqua School of Business	2024
Management and Organizations	
B.A. Columbia University	2018
Psychology, Business Management concentration, <i>Hons., Cum Laude</i>	

RESEARCH INTERESTS

Motivation, Goal Pursuit, Prosocial Behavior, Workplace Relationships, Leadership

ACADEMIC PUBLICATIONS

* *Equal authorship*

*Goya-Tocchetto, D., *Paek, J. J. W., & Wade-Benzoni, K. A. (2026). From telling a life story to creating one: Finding meaning and supporting prosocial action through legacy motive activation. *Academy of Management Perspectives*, 40(1), 179–194. *Denotes equal authorship.

- Research featured in *BBC Future*

Buchanan, E. M., Cuccolo, K., Heyman, T., van Berkel, N., Coles, N. A., Iyer, A., Peters, K., van't Veer, A. E., Montefinese, M., Maxwell, N. P., Taylor, J. E., Valentine, K. D., Arriaga, P., Barzykowski, K., Boucher, L., Collins, W. M., Vaidis, D. C., Aczel, B., Al-Hoorie, A. H., Ambrosini, E., ... Paek, J. J. W., ... Lewis, S. C. (2026). Measuring the semantic priming effect across many languages. *Nature Human Behaviour*, 10, 182–201.

Paek, J. J. W., & Kakkar, H. (2025). To give a fish or to teach how to fish: Examining leaders' autonomy and dependency helping behaviors. *Journal of Applied Psychology*, 110(12), 1594–1619.

- Winner of 2025 Indiana University Kelley School of Business Research Award
- Winner of 2021 AOM Best Paper Award (Conflict Management Division)

Paek, J. J. W., Goya-Tocchetto, D. & Wade-Benzoni, K. A. (2025). The Andrew Carnegie Effect: Legacy motives increase the intergenerational allocation of wealth to collective causes. *Social Psychological and Personality Science*, 16(2), 139–148.

Ma, A., **Paek, J. J. W.,** Liu, F., & Kim, J. (2024). Threats to personal control fuel similarity-attraction. *Proceedings of the National Academy of Sciences*, 121(43), e2321189121.

*Wingrove, S. C., ***Paek, J. J. W.,** Ponce de Leon, R., & Fitzsimons, G. M. (2023). Tying the value of goals to social class. *Journal of Personality and Social Psychology*, 125(4), 699–719. *Denotes equal authorship.

Paek, J. J. W., Zee, K. S., Fitzsimons, G. M., & Higgins, E. T. (2022). Congratulations, so happy for you! Promotion motivation predicts social support for positive events. *Motivation Science*, 8(4), 285–297.

PRACTITIONER PUBLICATIONS

Ma, A., **Paek, J. J. W.,** Liu, F., & Kim, J. (2024). [Why forming diverse teams is harder in uncertain times](#). *Harvard Business Review*.

MANUSCRIPTS INVITED FOR REVISION

[†] *Mentee/student collaborator*

Paek, J. J. W., & Fitzsimons, G. M. Two steps forward, one step back: Patterns of progress, goal monitoring, and motivation. Invited second round revision at *Journal of Personality and Social Psychology*.

Paek, J. J. W., [†]Pei, P. D., & Tai, K. Consistently inconsistent: The effect of unsteady performance on promotability. Revise and resubmit at *Journal of Applied Psychology*.

- Nominee for 2024 AOM Best Student-Led Paper Award (Managerial and Organizational Cognition Division)

SELECTED WORKS IN PROGRESS

[†] *Mentee/student collaborator*

Paek, J. J. W., & Kakkar, H. When given a fish versus offered a fishing rod: Outcomes of receiving different types of help at work. (*Working paper for Journal of Applied Psychology*)

Paek, J. J. W., [†]Zhang, S., & Fitzsimons, G. M. Being enabled? When and why help has negative consequences. (*Working paper for Journal of Personality and Social Psychology*)

Paek, J. J. W., Fox, M., Burmeister-Lamp, K., & Wade-Benzoni, K. A. Built to last: Entrepreneurs illuminate agentic and communal legacy motivations. (*Working paper for Journal of Applied Psychology*)

- Finalist for 2022 Best Conference Theme Paper Award, International Family Enterprise Research Academy

Paek, J. J. W., Ma, A., Hu, X., & Larrick, R. P. The impact of leaders' perceived decision speed on observers' evaluations of leaders. (*Working paper for Organization Science*)

[†]Hong, Q., & **Paek, J. J. W.** Help initiation and orientation. (*Data collection in progress*)

Paek, J. J. W., Kanze, D., & Wade-Benzoni, K. A. Legacy motivations and entrepreneurship: A field experiment. (*Data collection in progress*)

CONFERENCE PRESENTATIONS (*presenting author)

***Paek, J. J. W.,** & Fitzsimons, G. M. Two steps forward, one step back: Patterns of progress, goal monitoring, and motivation.

Academy of Management, Philadelphia, PA, 2026.

International Association for Conflict Management, Burlington, VT, 2025.

Positive Organizational Scholarship Research Conference, Ann Arbor, MI, 2025.

Society for Personality and Social Psychology, Atlanta, GA, 2023.

Academy of Management, Seattle, WA, 2022.

Society for Personality and Social Psychology Motivation Science Preconference, San Francisco, CA, 2022.

***Paek, J. J. W.,** *Fox, M., Burmeister-Lamp, K., & Wade-Benzoni, K. A. Built to last: Entrepreneurs illuminate agentic and communal legacy motivations.

Society for Personality and Social Psychology, Chicago, IL, 2026.

Academy of Management, Copenhagen, Denmark, 2025.

International Family Enterprise Research Academy, Santander, Spain, 2022.

***Paek, J. J. W.,** & Fitzsimons, G. M. Being enabled? When and why help has negative consequences.

Society for Personality and Social Psychology, Denver, CO, 2025.

Academy of Management, Chicago, IL, 2024.

Society for Personality and Social Psychology, San Diego, CA, 2024.

***Paek, J. J. W.,** & Tai, K. Consistently inconsistent: The effect of unsteady performance on promotability.

Academy of Management, Chicago, IL, 2024.

Society for Personality and Social Psychology Social Cognition Preconference, San Diego, CA, 2024.

***Paek, J. J. W.,** *Goya-Tocchetto, D., & Wade-Benzoni, K. A. The Andrew Carnegie Effect: Legacy motives increase the intergenerational allocation of wealth to collective causes.

Academy of Management, Chicago, IL, 2024.

Positive Organizational Scholarship Research Conference, Ann Arbor, MI, 2022.

Society for Personality and Social Psychology, Virtual, 2021.

***Paek, J. J. W., & Kakkar, H.** To give a fish or to teach how to fish: Examining leaders' autonomy or dependency helping behaviors.
Duke University Fuqua School of Business Interdisciplinary Lunch, 2022.
Academy of Management, Virtual, 2021.
International Association for Conflict Management, Virtual, 2021.
Transatlantic Doctoral Conference, Virtual, 2021.
East Coast Doctoral Conference, Virtual, 2021.
Society for Personality and Social Psychology Group Processes and Intergroup Relations Preconference, Virtual, 2021.

***Paek, J. J. W., & Kakkar, H.** When given a fish versus offered a fishing rod: Outcomes of receiving different types of help at work.
Academy of Management, Seattle, WA, 2022.

***Ma, A., *Paek, J. J. W., Liu, F., & Kim, J.** Threats to personal control fuel similarity-attraction.
Society for Personality and Social Psychology, Denver, CO, 2025.
Academy of Management, Seattle, WA, 2022.
Society for Personality and Social Psychology, San Francisco, CA, 2022.

Gai, S., Fung, A., Lee, M. K., Sugiyama, K., & ***Paek, J. J. W.** The research and realities of Asians/Asian Americans in academia, business, and society. Professional Development Workshop (PDW) organized and chaired.
Academy of Management, Seattle, WA, 2022.

***Paek, J. J. W., Ma, A., & Larrick, R. P.** The impact of leaders' perceived decision speed on observers' evaluations of leaders.
Academy of Management, Virtual, 2021.

ORGANIZED/CHAired SYMPOSIA

Paek, J. J. W. (2026, February). How Legacy Motives, Identity-based Role Allocation, Intellectual Humility, and Ethnic Diversity Shape Organizational and Societal Outcomes. Symposium presented at the *Annual Convention of the Society for Personality and Social Psychology*, Chicago, IL.

Paek, J. J. W. (2024, February). Motivation in Diverse Contexts. Symposium presented at the *Annual Convention of the Society for Personality and Social Psychology*, San Diego, CA.

Paek, J. J. W. (2023, February). In the Face of Failure. Symposium presented at the *Annual Convention of the Society for Personality and Social Psychology*, Atlanta, GA.

Paek, J. J. W. (2022, August). When Goal Pursuit Strategies and Beliefs Lead Us Astray: Unexpected Negative Effects on Motivation. Symposium presented at the *Annual Meeting of the Academy of Management*, Seattle, WA.

AWARDS & HONORS

Alpha Kappa Psi Teachers' Excellence Award Nominee	2026
Indiana University Kelley School of Business Research Award	2025
Best Student-Led Paper Award Nominee, AOM MOC Division	2024
KSEA-NC 3-Minute Lightning Talk Competition 3 rd Place	2023
Best Conference Theme Paper Award Finalist, IFERA	2022
Lim Kim San Fellowship at Singapore Management University	2022
Kenan Institute for Ethics Graduate Fellowship	2021–2022
Best Theoretical/Empirical Paper Award, AOM CM Division	2021
Advanced Consortium on Cooperation, Conflict, and Complexity Scholarship	2021
SPSP Graduate Registration/Travel Award	2021
SPSP Undergraduate Student Poster Award 1 st Place Winner	2018
Columbia University Senior Thesis Funding	2018
SPSP Diversity Undergraduate Registration Award	2017
Columbia University Science Research Symposium Honorarium	2017
Psi Chi National Psychology Honors Society	2017
Departmental Honors Program in Psychology	2016–2018
Columbia University Dean's List	2014–2018

TEACHING

<i>Leadership Managing Behavior in Organizations–Honors</i>	Spring 2025, Fall 2025
Indiana University, Kelley School of Business	
• Alpha Kappa Psi Teachers' Excellence Award Nominee	
<i>Innovation and Entrepreneurship Business Fundamentals Bootcamp</i>	2022, 2024
Duke University, Fuqua School of Business	
<i>Duke Graduate Summer Academy, Leading Teams</i>	2020, 2022
Duke University, Fuqua School of Business	

PROFESSIONAL SERVICE

AOM Managerial and Organizational Cognition (MOC) Division	
Presenting in the Rough PDW Organizer	2026–Present
Division Ambassador	2026–Present
Early-Stage PhD Peer Mentor	2022–2023
AOM Asian Americans in Business Academia (AABA) Committee	
Committee Member	2021–Present
AABA Mentor for PhD Student Coaching	2025

Ad-Hoc Journal Reviewer

Academy of Management Journal
Administrative Science Quarterly
Journal of Personality and Social Psychology
Organizational Behavior and Human Decision Processes
Personality and Social Psychology Bulletin

Conference and Award Reviewer

Academy of Management Annual Meeting
International Association for Conflict Management (IACM) Annual Conference
SPSP Graduate Student Poster Award
SPSP Diversity Undergraduate Registration Award

UNIVERSITY SERVICE

Indiana University

Panelist for Doctoral Seminar on Experiments, Sampling, and Preregistration	2026
Department Research Seminar Series Committee	2025–2026
PhD Student Recruiting Committee	2025

Duke University

Panelist for Fuqua Behavioral Lab In-Person Study Brownbag	2025
New Student Mentor	2021–2022
Interdisciplinary Lunch Coordinator	2021
Department Student Brown Bag Coordinator	2019–2020

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM)
International Association for Conflict Management (IACM)
Society for Personality and Social Psychology (SPSP)
American Psychological Association (APA)

REFERENCES

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