Julia D. Hur

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ACADEMIC POSITIONS

New York University

Associate Professor of Management and Organizations (without tenure) 2025–present
Assistant Professor of Management and Organizations 2018–2025

- New York University Shanghai
- New York University, Stern School of Business

Northwestern University, Kellogg School of Management

Lecturer of Management and Organizations 2018

EDUCATION

Northwestern University, Kellogg School of Management 2018
Ph.D., Management and Organizations
University of Chicago 2012
M.A., Social Sciences, Psychology
Yonsei University 2010
B.A., Psychology, *Summa cum Laude*

RESEARCH INTERESTS

Goals, Incentives, & Meritocracy
Stereotypes & Decision Biases
Individual and Organizational Decision-making

PUBLICATIONS

† denotes a student collaborator when work was started

Hur, J.D. & †Lin, J. (2026) 'When a Star Shines too Bright: The Impact of a High-Status Minority Member on Pursing Diversity Goals' *Organization Science*
**Pre-registered & public data **Best Symposium Award, AOM Organizational Behavior Division*

†Kang, S.H., Hur, J.D., & Kilduff, G.J. (2024) 'Beat the Rival but Lose the Game: How the Source of Alternative Offers Alters Behavior and Outcomes in Negotiation' *Journal of Applied Psychology* **Pre-registered data*
` ***Best Empirical or Theoretical Paper Award Finalist, AOM Conflict Management Division*

Hur, J.D. & Lee, J. (2024) 'Pay-for-Performance and Low Back Pain with Interaction of Overwork: Findings from the Cross-sectional Korean Working Conditions Survey' *Frontiers in Public Health* **Public data*

Hur, J.D. & Ruttan, R.L. (2023) 'Beliefs about Linear Social Progress' *Personality and Social Psychology Bulletin* **Pre-registered data*

Hur, J.D., †Lee-Yoon, A., & Whillans, A.V. (2021) 'Are They Useful? The Effects of Performance Incentives on the Prioritization of Work versus Personal Ties.' *Organizational Behavior and Human Decision Processes* **Pre-registered & public data*

Hur, J.D., Ruttan, R.L., & Shea, C.T (2020) 'The Unexpected Power of Positivity: Predictions versus Decisions about Advisor Selection.' *Journal of Experimental Psychology: General* **Pre-registered & public data*

Hur, J.D. & Nordgren, L.F. (2016) 'Paying for Performance: Performance Incentives Increase Desire for the Reward Object.' *Journal of Personality and Social Psychology*. **Academy of Management 2015 Best Paper Proceedings*

Hur, J.D., Koo, M., & Hofmann, W. (2015) 'When Temptations Come Alive: How Anthropomorphism Undermines Self-Control.' *Journal of Consumer Research*.

WORK UNDER REVIEW

Hur, J.D., Darouei, M., & †Sun, R. 'Performance Incentives and Remote Work' (2nd *Revise and Resubmit* at Organizational Behavior and Human Decision Processes)

Hur, J.D. & †Han, X. 'Role Prototypes and Pay Discrimination' (*Under Review*)

SELECTED WORK IN PROGRESS

†Flynn, E., Hur, J.D., Nurmohamed, S., & Whillans, A.V. 'Work Motivation and Forecasting Errors in Job Selection'

†Lee-Yoon, A., Hur, J.D., & Whillans, A.V. 'Performance Incentives and Workplace Authenticity'

†Lin, J.J., Hur, J.D., & Gelfand, M.J. 'Diversity Signals and Network Connectedness'

Adler, L. & Hur, J.D. 'Meritocracy, Diversity, and Zero-sum Mindset'

Hur, J.D. 'Gender Bias in Advisor Choices'

Hur, J.D., Ruttan, R.L., & †Lin, J.J. 'Remote Work and Moral Legitimacy'

TEACHING EXPERIENCES

Managerial Decision-Making, NYU Stern School of Business EMBA Program (Avg. Instructor Rating = 5/5)

Collaboration, Conflict, and Negotiation (*Negotiation Fundamentals* at Kellogg), NYU Stern School of Business & Kellogg School of Management MBA Programs (Avg. Instructor Rating = 4.9/5 at NYU Stern)

Management and Organizations, NYU Undergraduate Program (Avg. Instructor Rating = 4.9/5)

INVITED TALKS

* denotes a talk scheduled

2026 USC Marshall School of Business*
Seoul National University (SNU) Business School

2025 National University of Singapore (NUS) Business School
SKK Business School, Sungkyunkwan University
Sy Syms School of Business, Yeshiva University
University of Cologne, Max Planck Institute for the Study of Societies

2024 Cornell Johnson College of Business, ILR School
Rutgers Business School

HEC Montreal, Center for Research in Ethics
Hong Kong Polytechnic University
Rice University, Jones Graduate School of Business
2023 Harvard Business School
China Europe International Business School (CEIBS)
2022 University of Notre Dame, Mendoza College of Business
Wake Forest University
Yale University
2021 University of Virginia, Darden School of Business
HKUST Business School
2020 University of Toronto
2018 University of Illinois Urbana-Champaign, Gies College of Business
2017 New York University, Stern School of Business
UCLA, Anderson School of Management
Harvard Business School
UBC, Sauder School of Business
Vanderbilt University, Owen Graduate School of Management
Stanford University, Graduate School of Business
University of Connecticut, School of Business
University of Windsor, Odette School of Business

HONORS AND AWARDS

Best Reviewer Award, *Organizational Behavior and Human Decision Processes*, 2026
Outstanding Paper with Practical Implications for Management Award, Academy of Management (AOM), Organizational Behavior, 2023
Responsible Research Paper Prize, Nominated, Strategic Management Society (SMS), 2022
Best Empirical or Theoretical Paper Award, Finalist, Academy of Management (AOM), Conflict Management, 2022
NYU Scholar Travel Fund, 2021
Academy of Management Best Paper Proceedings, 2014, 2015, 2016, 2019, 2021
Midwestern Psychological Association Graduate Student Paper Award, 2015
Society for Personality and Social Psychology Conference Travel Award, 2014
Graduate School Travel Grant, Northwestern University 2013, 2016
Graduate Fellowship, Northwestern University, 2012 – 2018
Summa cum Laude Graduation from Yonsei University

CONFERENCE PRESENTATIONS AND SYMPOSIA

* denotes a talk scheduled

2026 Hur, J.D., Darouei, M., Sun, R., & Young, E. The Great Reconfiguration: Rethinking Routines, Incentives, & Relationships in the New World of Work. Symposium at the *Academy of Management*.*
Lee-Yoon, A., Hur, J.D., Whillans, A.V. Misperceptions at Work: Perceptual Errors in Meaning, Enjoyment, and Authenticity. Symposium at the *Academy of*

Management.*

2025 Lee-Yoon, A., Hur, J.D., Whillans, A.V. How Performance Incentives Shape Workplace Authenticity. Talk given at the *Academy of Management*.

†Flynn, E., Nurmohamed, S., Whillans, A.V., Hur, J.D. Choosing Work for Money vs. Meaning: The Role of Affective Forecasting. Talk given at the *International Association for Conflict Management.*

2024 Hur, J.D. Bridging the Aspiration Gap: The Unexpected Role of Performance Incentives. Talk given at the *Academy of Management*.*

**Showcase Symposium, AOM Human Resources Division*

Lin, J.J., Chang E.H., Kirgios E.L., Hur, J.D. How Past Contact with Women and Racial Minorities Influences Future Board Diversity. Talk given at the *Academy of Management.**

Lin, J.J., Chang E.H., Kirgios E.L., Hur, J.D. How Past Contact with Women and Racial Minorities Influences Future Board Diversity. Talk given at the *International Association for Conflict Management.**

Lee-Yoon, A., Hur, J.D., Whillans, A.V. How Performance Incentives Shape Workplace Authenticity. Talk given at the *Society for Personality and Social Psychology.*

2023 Hur, J.D., Wu, L., Tian, Y. Performance Incentives on Attentional Bias and Environmental Sustainability. Talk given at the *Academy of Management.*

**Finalist for the Outstanding Practical Implications for Management Paper Award*

Lin, J.J., Hur, J.D. Female Network Connectedness on Gender Diversity Efforts. Talk given at the *Academy of Management.*

Hur, J.D., Ruttan, R.L., Lin, J.J. Moral Legitimacy of Telecommuting Sustains Commitment. Talk given at the *Academy of Management.*

Lin, J.J., Hur, J.D. Female Network Connectedness on Gender Diversity Efforts. Talk given at the *International Association for Conflict Management.*

Hur, J.D., Ruttan, R.L., Lin, J.J. Moral Legitimacy of Telecommuting Sustains Commitment. Talk given at the *International Association for Conflict Management.*

Lin, J.J., Hur, J.D. Networks as Newsletters: The Effects of Female Network Connectedness on Gender Diversity Efforts. Poster presented at the *Society for Judgment and Decision Making.*

2022 Hur, J.D., Tian, Y., Wu, L. Performance Incentives on Attentional Bias and Environmental Sustainability. Talk given at the *Strategic Management Society.*

**Nominated for Annual Conference Responsible Research Paper Prize*

Hur, J.D., Han, X. Role Prototypicality Contributes to Wage Discrimination. Paper presented at the *Academy of Management*.

Kang, S.H., Hur, J.D., Kilduff, G.J. Rivalry Shifts Goals Away from Value Claiming. Paper presented at the *Academy of Management*.

**Finalist for Best Empirical or Theoretical Paper Award, AOM Conflict Management Division*

Hur, J.D., Han, X. Role Prototypicality Contributes to Wage Discrimination. Talk given at the *International Association for Conflict Management*.

Kang, S.H., Hur, J.D., Kilduff, G.J. Rivalry Shifts Goals Away from Value Claiming. Talk given at the *International Association for Conflict Management*.

2021 Hur, J.D., Lin, J. The Impact of a High-status Minority Member on Pursuing

Diversity Goals. Paper presented at the *Virtual Academy of Management*.
**Best Symposium Award, AOM Organizational Behavior Division*
Hur, J.D. Gender Bias in Advisor Selection. Paper presented at the *Virtual Academy of Management*.
Hur, J.D. Gender Bias in Advisor Selection. Talk given at the *Virtual International Association for Conflict Management*.
Ruttan, R. L., Hur, J.D. The Illusion of Linear Social Progress. Talk given at the *Virtual Society of Personality and Social Psychology*.

2020 Hur, J.D., Lin, J. High-Status Minority Members Decrease Diversity in Future Hiring Decisions. Talk given at the *Virtual Society of Judgment and Decision Making*.
Hur, J.D., Ruttan, R.L., Shea, C.T. Belief, Heuristic, and Decision-making in Mentoring Relationships. Paper presented at the *Virtual Academy of Management*.
Hur, J.D., Lin, J. High-Status Minority Members Decrease Diversity in Hiring. Talk given at the *Virtual International Association for Conflict Management*.

2019 Hur, J.D. The Unintended Consequences of Financial Incentives. Symposium organized at the *Academy of Management*.
Hur, J.D., Ruttan, R. L. The Illusion of Linear Social Progress. Talk given at the *Society of Experimental Social Psychology*.
Hur, J.D., Nordgren, L.F. Resource Deprivation Increases Aversion to Performance Incentives. Paper presented at the *Academy of Management*.
Hur, J.D., Tian, Y. The Impact of Performance Incentives on Financial Concerns and Sustainability Decisions. Talk given at the *Academy of Management*.
Hur, J.D., Ruttan, R. L. The Illusion of Social Progress. Talk given at the *International Association for Conflict Management*.

2018 Hur, J.D., Nordgren, L.F. Resource Deprivation Leads to Avoidance of Performance Incentives. Talk given at the *Academy of Management*.
Ruttan, R.L., Hur, J.D. The Illusion of Linear Social Progress. Talk given at the *Academy of Management*.
Hur, J.D., Ruttan, R.L., Shea, C.T. Beliefs versus Decisions about Advisor Selection. Paper presented at the *Trans-Atlantic Doctoral Conference*.

2017 Hur, J.D. Cog in the Machine: Causes of Depersonalization at the Workplace. Symposium organized at the *Academy of Management*.
Hur, J.D., Nordgren, L.F. How Financial Incentives Affect Monetary Goals. Paper presented at the *Academy of Management*.
Hur, J.D., Ruttan, R.L., Shea, C.T. Belief, Heuristic, and Decision-making in Forming Mentoring Relationships. Paper presented at the *Academy of Management*.
Hur, J.D., Nordgren, L.F. How Performance Incentives Affect Desire for Rewards. Talk given at the *Midwestern Psychology Association*.
Hur, J.D., Ruttan, R.L., Shea, C.T. Beliefs and Decisions on Choosing Advisors to Achieve Goals. Talk given at the *Kellogg-Booth Symposium*.
Hur, J.D. Beliefs, Decisions, and Consequences of Advice-Seeking and Network Formation. Symposium organized at the *Society for Personality and Social Psychology*.
Hur, J.D., Ruttan, R.L., Shea, C.T. People Overweight Positivity When Choosing

Advisors. Talk given at the *Society for Personality and Social Psychology*.

2016 Hur, J.D., Hofmann, W., Koo. M. Anthropomorphism Shifts Attributions for Self-Control Failures. Paper presented at the *Academy of Management*.

Hur, J.D., King, B.G., Effron, D.A. Organizational Ethical Transgressions Impact Individual Ethical Decision-Making. Talk given at the *Midwestern Psychology Association*.

Hur, J.D., Nordgren, L.F. Dehumanization of High Performers Decreases Empathy and Motivation. Talk given at the *Kellogg-Booth Symposium*.

Hur, J.D., Nordgren, L.F. How Reward Structures Affect Desire for Money and Financial Decision-making. Talk given at the *Wharton Society for the Advancement of Women in Business Academia*.

Hur, J.D., Nordgren, L.F. Dehumanization of High Performers Decreases Aspiration and Motivation. Talk given at the *Society for Personality and Social Psychology*.

2015 Hur, J.D., Nordgren, L.F. How You Get Paid Shapes How You Value Money. Paper presented at the *Academy of Management*.

Hur, J.D., Hofmann, W., Koo. M. Anthropomorphism Shifts Attributions for Self-Control Failures. Talk given at the *Midwestern Psychology Association.*
**Selected for Graduate Student Paper Award*

Hur, J.D. Finding Fault in Failure: Mentalizing in Evaluations and Experiences of Failure. Symposium organized at the *Society for Personality and Social Psychology*.

Hur, J.D., Nordgren, L.F. Vividness Heuristics in Repeating Experiences. Data blitz presented at *Society for Personality and Social Psychology*.

Hur, J.D., Hofmann, W., Koo. M.Anthropomorphism Shifts Attribution for Self-Control Failures. Talk given at the *Society for Personality and Social Psychology*.

Hur, J.D., Molouki, S. *Kellogg-Booth Student Symposium*.

2014 Hur, J.D., King, B.G., Effron, D.A. Organizational Ethical Transgressions Impact Individual Ethical Decision-Making. Paper presented at the *Academy of Management*.

Hur, J.D., Nordgren, L.F. Vividness Heuristics in Repeating Experiences'. Talk given at the *Midwestern Psychology Association*.

Hur, J.D., King, B.G., Effron, D.A. Organizational Ethical Transgressions Impact Individual Ethical Decision-Making. Talk given at the *Kellogg-Booth Symposium*.

Hur, J.D., Koo. M., Hofmann, W. How Anthropomorphization Undermines Self-Control. Talk given at the *Association for Consumer Research*.

Hur, J.D., Koo. M., Hofmann, W. How Anthropomorphization Undermines Self-Control. Talk given at the *Midwestern Psychology Association*.

Hur, J.D., Nordgren, L.F. Work for Money, then Love the Money. Talk given at the *Kellogg-Booth Symposium*.

Hur, J.D., Nordgren, L.F. Work for Money, then Love the Money. Talk given at the *Chicago Psych Grad Student Research Symposium*.

PROFESSIONAL SERVICE

Editorial Review Board, Organizational Behavior and Human Decision Processes

Proceedings of the National Academy of Sciences Reviewer
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Journal of Consumer Research Reviewer
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