

# JOYCE C. HE

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## ACADEMIC POSITIONS

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**Incoming Assistant Professor of Management and Organizations**

**July 2021 -**

Anderson School of Management, University of California, Los Angeles

## EDUCATION

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**PhD, Organizational Behaviour and Human Resource Management**

**2021**

Joseph L. Rotman School of Management, University of Toronto

- Dissertation title: Leaning in or not leaning out? Opt-out choice framing attenuates gender differences in the choice to compete
- Committee: Sonia Kang (Chair), Stéphane Côté, Sarah Kaplan, Nicola Lacetera

**Honours B.Sc. with High Distinction, Psychology Research Specialist and English Minor**

**2016**

University of Toronto, Victoria College, St. George Campus – **cumulative GPA: 3.99**

- Thesis title: Perceiving Leadership Style from CEO Faces
- Thesis Supervisor: Nicholas Rule

## RESEARCH INTERESTS

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Broadly, I take a social cognitive lens to investigate mechanisms that perpetuate gender inequality, and transform those insights into behaviorally-informed systemic interventions to alleviate inequality. My program of research falls into two related research streams: **1) adopting a social cognitive approach to inequality by exploring the role of identity congruence in workplace discrimination, 2) translating these insights using a solution-focused social cognitive approach to organizational design**, by designing organizational procedures that reduce systemic inequality.

## RESEARCH PUBLICATIONS

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### PEER-REVIEWED PUBLICATIONS

- **He, J. C.** & Kang, S. K. Covering in cover letters: Gender and self-presentation in job applications. Forthcoming at *Academy of Management Journal*.
- **He, J. C.**, Kang, S. K., Tse, K., & Toh, S. M. (2019). Stereotypes at work: occupational stereotypes predict race and gender segregation in the workforce. *Journal of Vocational Behavior*.
- **He, J. C.**, Côté, S. (2019). Is self-insight into emotional and cognitive abilities related to adjustment? *Nature Human Behaviour*. **\*Registered Report**
- Thai, S., Lockwood, P., Zhu, Y. R., **He, J. C.**, & Li, Y. C. (2018). The family ties that protect: expanded-self comparisons in parent-child relationships. *Journal of Social and Personal*

### *Relationships.*

- Re, D. E., Wang, S. A., **He, J. C.**, & Rule, N. O. (2016). Selfie indulgence: self-favoring biases in perceptions of selfies. *Social Psychological and Personality Science*.

### **BOOK CHAPTERS**

- **He, J.C.**, Agarwal, G., & Kang, S.K. (in press). Applying behavioral insights to cultivate diversity and inclusion. In N. Mazar & D. Soman (Eds.), *Behavioral Science in the Wild*. Toronto, ON: University of Toronto Press.

### **MANUSCRIPTS UNDER REVISION**

- **He, J. C.**, Kang, S. K. & Lacetera, N. Leaning in or not leaning out? Opt-out choice framing attenuates gender differences in the choice to compete. *Revise and resubmit at Proceedings of the National Academy of Sciences*. [\[Working Paper Link\]](#)

### **SELECTED MANUSCRIPTS IN PREPARATION**

- **He, J. C.**, Kang, S. K. Identities between the lines: Re-aligning multiple identities by tweaking job advertisement language. *Under preparation for Academy of Management Journal*.
- Côté, S., **He, J. C.** Why is self-enhancement associated with psychological adjustment? An exploration of mechanisms across adjustment domains.
- **He, J. C.**, Hall, W. M., Koyama, J., & Kang, S. K. Redefining engineering: re-constructing occupational identities leads to higher retention.

### **SELECTED RESEARCH IN PROGRESS**

- **He, J. C.**, Jachimowicz, J. M. Passion only benefits mediocre men but not mediocre women.
- **He, J. C.**, Kang, S. K. The unintended consequences of gender initiatives on minority men.
- Agarwal, G., **He, J. C.**, Kang, S. K. Naming and framing of minority group labels.
- **He, J. C.**, Feinberg, M., & Côté, S. Expressing embarrassment enhances leaders' status.
- **He, J. C.**, Côté, S., McCarthy, J. Supervisor perceptions of subordinate EI predict LMX, job satisfaction, and job performance.

### **OTHER PUBLICATIONS**

- **He, J. C.**, Kang, S. K., & Lacetera, N. (2020). Addressing Gender Inequality via Choice Architecture. *Vox EU*. <https://voxeu.org/article/addressing-gender-inequality-choice-architecture>.
- **He, J. C.**, Kang, S. K., Tse, K., & Toh, S. M. (2020). Banishing Occupational Stereotypes. *Rotman Magazine*.
- Jachimowicz, J. M., **He, J. C.**, Arango, J. (2019). The unexpected benefits of pursuing a passion outside of work. *Harvard Business Review*.
- Ravanera, C., **He, J. C.** (2019). Anti-sexual harassment training: does it work? Retrieved from <https://www.gendereconomy.org/anti-sexual-harassment-training-does-it-work/>
- **He, J. C.**, & Côté, S. (2019). Our experience with the Registered Report format. *Behavioural and Social Sciences at Nature Research*.
- **He, J. C.** (2019). Parental leave: Why we need to talk about fatherhood. Retrieved from <https://www.gendereconomy.org/parental-leave-why-we-need-to-talk-about-fatherhood/>
- **He, J. C.** & Kang, S. K. (2019). Covering in cover letters: Gender and self-presentation in job

applications. *Best Paper Proceedings of the Seventy-ninth Annual Meeting of the Academy of Management*.

- He, J. C. & Kaplan, S. (2017) The debate about quotas. Retrieved from <https://www.gendereconomy.org/the-debate-about-quotas/>

## AWARDS AND GRANTS

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- Jenessa Shapiro Graduate Research Award  
(Society for Personality and Social Psychology) – \$1000 2020
- Behavioural Economics in Action (BEAR) Ph. D. award – \$7500 2020
- SPSP Diversity Award – \$500 2018
- Behavioural Economics in Action (BEAR) Ph. D. award – \$7500 2018
- Institute for Gender + the Economy Research Grant – \$6500 2018
- Joseph-Armand Bombardier Canada Graduate Scholarship – \$105,000 2017 - 2020
- Institute for Gender + the Economy Research Grant – \$6500 2017
- Domestic Ontario Graduate Scholars Scholarship – \$15,000 2016 - 2017
- Director’s Fellowship, Joseph L. Rotman School of Management 2016 - 2018
- The Prince Philip Gold Graduation Award – Victoria College at the University of Toronto 2016
  - Awarded to the student graduating with highest overall GPA standing among candidates for the Bachelor of Science degree
- The McNab Scholarship in Psychology 2016
- University of Toronto Dean’s List 2012 - 2016
- NSERC Undergraduate Student Research Award – \$6000 2014
- Mary Isabel (Park) Hodgkinson Scholarship - Victoria College, University of Toronto 2015
- Stefan Stykolt Memorial Scholarship - Victoria College, University of Toronto 2014
- Teça Patricia Coles Scholarship - Victoria College, University of Toronto 2013
- Bloor Lands Admission Scholarship - Victoria College, University of Toronto 2012
- Salutatorian of graduating class of Shanghai American School 2012

## PRESENTATIONS AND WORKSHOPS

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### PEER-REVIEWED CONFERENCE PRESENTATIONS

- He, J. C., Kang, S. K. & Lacetera, N. (2021, August). Opt-out Framing Increases Men’s Applications for Awards in Female-Typed Tasks. In E. Suh & E. P. Apfelbaum (chairs), *New Pathways to Understanding and Promoting Gender Equality*. Symposium to be conducted at the meeting of the **Academy of Management (virtual)**.
- He, J. C., Kang, S. K. & Lacetera, N. (2021, July). Leaning in or not leaning out? Opt-out choice framing attenuates gender differences in the choice to compete. In H. Engstrom (chairs), *Shaping a Leader: How Gender Affects Different Stages of Leadership*. Symposium to be conducted at the meeting of the **Canadian Psychological Association (virtual)**.
- He, J. C., Kang, S. K. & Lacetera, N. (2020, August). Leaning in or not leaning out? Opt-out choice

framing attenuates gender differences in the choice to compete. In J. C. He & S. K. Kang (chairs), *New Insights on the Gender Gap in Negotiation, Competition, and Career Choices*. Symposium conducted at the meeting of the **Academy of Management**, Vancouver, BC.

- **He, J. C.**, Kang, S. K. (2020, August). Re-Aligning Multiple Identities by Tweaking Job Advertisement Language. In B. Bhattacharyya & J. Berdahl (chairs), *Multiple Identities and Non-Prototypicality: Intersectionality at Work*. Symposium to be conducted at the meeting of the **Academy of Management**, Vancouver, BC.
- **He, J. C.**, Kang, S. K. & Lacetera, N. (2020, May). Leaning in or not leaning out? Opt-out choice framing attenuates gender differences in the choice to compete. Presented at the **Trans-Atlantic Doctoral Consortium** at London Business School, London, UK.<sup>1</sup>
- **He, J. C.**, Kang, S. K. & Lacetera, N. (2020, April). Leaning in or not leaning out? Opt-out choice framing attenuates gender differences in the choice to compete. Poster presented at the Annual Meeting of the **Society for Industrial and Organizational Psychology**, Austin, Texas.<sup>1</sup>
- **He, J. C.**, Kang, S. K. & Lacetera, N. (2020, February) Leaning in or not leaning out? Gender, choice architecture, and competition. In J. C. He & E. Kirgios (chairs), *Diversity perceptions and decision-making are shaped by strategic motives*. Symposium to be conducted at the Annual Meeting of the **Society for Personality and Social Psychology**, New Orleans, Louisiana.
- **He, J. C.**, Kang, S. K. & Lacetera, N. (2019, October) Leaning in or not leaning out? Opt-out choice framing attenuates gender differences in the choice to compete. Presented at the **Engendering Success in STEM Annual Meeting**, Vancouver, BC.
- **He, J. C.** & Côté, S. (2019, August) Is self-insight into emotional and cognitive abilities related to adjustment? In Yu, A. & Zlatev, J. J. (chairs), *Harnessing Workplace Emotions: New Intrapersonal and Interpersonal Perspectives*. Symposium conducted at the meeting of the **Academy of Management**, Boston, MA.
  - **Showcase symposium for the MOC division**
- **He, J. C.**, Kang, S. K. & Lacetera, N. (2019, August) Leaning in or not leaning out? Gender, choice architecture, and competition. In J. C. He & E. Kirgios (chairs), *Gender and workplace decision-making: women's strategic choices throughout the pipeline*. Symposium conducted at the meeting of the **Academy of Management**, Boston, MA.
- **He, J. C.** & Kang, S. K. (2019, August). Covering in cover letters: Gender and self-presentation in job applications. Presentation at the GDO divisional paper session at the meeting of the **Academy of Management**, Boston, MA.
  - **Published in the Best Paper Proceedings of Academy of Management Proceedings, 2019**
- **He, J. C.** & Kang, S. K. (2019, May). Covering in cover letters: Gender and self-presentation in job applications. Presented at the **Trans-Atlantic Doctoral Consortium** at London Business School, London, UK.
- **He, J. C.** & Kang, S. K. (2019, February). Covering in cover letters: Gender and self-presentation in job applications. Poster presented at the Judgement Decision-making Preconference at the Annual Meeting of the **Society for Personality and Social Psychology**, Portland, Oregon.
- **He, J. C.** & Kang, S. K. (2019, February) Covering in cover letters: Gender and self-presentation in job applications. Poster and data blitz presented at the Psychology of Language Preconference at the Annual Meeting of the **Society for Personality and Social Psychology**, Portland, Oregon.
- **He, J. C.**, Kang, S. K., & Lacetera, N. (2018, November). Lean in or don't lean out? Choice

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<sup>1</sup> Conference cancelled due to COVID-19

architecture, gender, and competition. Presented at the **3rd Annual Research Roundtable on Gender and the Economy**, Toronto, Ontario.

- Thai, S., Lockwood, P., He, J. C., & Li, Y. (2018, March). Relational consequences of parent comparisons. Poster presented at the Annual Meeting of the **Society for Personality and Social Psychology**, Atlanta, Georgia.
- He, J. C. & Kang, S. K. (2018, March). Covering in cover letters: Gender and self-presentation in job applications. Poster presented at the Annual Meeting of the **Society for Personality and Social Psychology**, Atlanta, Georgia.
- He, J. C. & Kang, S. K. (2017, November). Covering in cover letters: Gender and self-presentation in job applications. Presented at the **2nd Annual Research Roundtable on Gender and the Economy**, Toronto, Ontario.
- He, J. C. & Kang, S. K. (2017, September). Covering in cover letters: Gender and self-presentation in job applications. Presented at the **Engendering Success in STEM Launch Meeting**, Vancouver, BC.
- He, J. C., Côté, S., McCarthy, J. (2017, August). Supervisor perceptions of subordinate EI predict LMX, job satisfaction, and job performance. In S. Yu & G. Kilduff (chairs), *Emerging trends on the perception of social relations within organizations*. Symposium conducted at the meeting of the **Academy of Management**, Atlanta, GA.

## CHAired SYMPOSIA

- New Insights on the Gender Gap in Negotiation, Competition, and Career Choices (Symposium Co-chair with Sonia Kang). **Academy of Management**, Vancouver, BC, 2020.
- Diversity perceptions and decision-making are shaped by strategic motives (Symposium Co-chair with Erika Kirgios). **Society for Personality and Social Psychology**, New Orleans, LA, 2020.
- Gender and Workplace Decision-Making: Women's Strategic Choices Throughout the Pipeline (Symposium Co-chair with Erika Kirgios). **Academy of Management**, Boston, MA, 2019.

## INVITED TALKS

- University of Toronto; Alumni Reunion 2021 Stress-Free Degree Lecture **2021**
- MIT, Sloan School of Management; Work and Organization Studies **2020**
- Cornell, Johnson Graduate School of Management; Management & Organizations **2020**
- UCSD, Rady School of Management; Management **2020**
- UCLA, Anderson School of Management; Management & Organizations **2020**
- The Hong Kong Polytechnic University; Department of Management and Marketing **2020**
- Behavioral Insights Global Online Seminar **2020**

## PROFESSIONAL DEVELOPMENT WORKSHOPS

- Best-practice Guide for Publishing Registered Reports in Management Research. Professional Development Workshop to be conducted at the meeting of the **Academy of Management (2021; virtual)**.
  - **Presenter and Subject Matter Expert (invited)**
- Introduction to Data Analysis in R (2021)

## MEDIA ATTENTION

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- “Women Using Less Feminine Terms in Cover Letters are Less Likely to Get Hired”, *AOM Insights*, October, 2020.
  - Article to date has received 4,829 clicks, nearly five times the clicks for an average summary
- “Banishing Occupational Stereotypes” *Forbes India*, Aug 14, 2020.
- “New Insight into the Limits of Self-Insight”, *Psychology Today*, Sept 30, 2019
- “Self-insight is not as important as your teachers have taught”, *The Varsity*, Sept 22, 2019
- “New Insights into Self-Insight: More May Not Be Better”, *Scientific American*, Aug 27, 2019
- “What Science Looks Like”, *Nature Human Behaviour*, July 22, 2019

## TEACHING EXPERIENCE

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- Behavioral Interventions in Recruitment and Selection -- Guest lecture in RSM450H1 (Marketing and Behavioral Economics) taught by Melanie Kim (November 2019 and March 2020) **(Rating: 4.5/5)**
- Perception and Judgment – Guest lecture in MGMT1362 (Organizational Behaviour) for the Masters of Management and Professional Account (MMPA) program taught by Prof. Soo Min Toh (October 2019).
- Behavioral Interventions in Recruitment and Selection – Guest lecture in PSYD15H (Current Topics in Social Psychology: Community and Applied Social Psychology) taught by Prof. Kosha Bramesfeld (October 2019).
- [Designing for Equality: 5 Myths and 5 Solutions – Webinar presented in BEAR x BIOrg Webinar Series](#) with Sarah Kaplan (September 2019).
- Behavioral Interventions in Recruitment and Selection – Training workshop for TD (July 2019)
- Designing for Equality: 5 Myths and 5 Solutions – Webinar presented with Sarah Kaplan to Information Technology Association of Canada (ITAC) HR Forum (May 2019).

## SERVICE AND PROFESSIONAL AFFILIATIONS

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- PhD Research Fellow – Institute for Gender and the Economy **2019 -**
- Ad-hoc Reviewer – Organizational Science **2019 -**
- Ad-hoc Reviewer – Journal of Experimental Social Psychology **2019 -**
- Ad-hoc Reviewer – Academy of Management Annual Meeting **2017 -**
- Graduate Student Team Member – Engendering Success in STEM research consortium **2016 -**
- Professional Affiliations
  - Society for Personality and Social Psychology **2016 -**
  - Academy of Management **2016 -**