KO KUWABARA

Department of Management

Gatton School of Business and Economics

University of Kentucky

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ACADEMIC POSITIONS

2024-	Associate Professor of Management, University of Kentucky
2017-	Associate Professor of Organizational Behavior, INSEAD Singapore
2007-2017	Assistant and Associate Professor of Management, Columbia Business School
March 2016	Visiting Scholar, WZB (Center for Social Science Research, Berlin)
Fall 2012	Visiting Professor, Haas Business School, Berkeley
Fall 2002	Visiting doctoral student, University of Utrecht
Fall 1998	Foreign exchange, Free University, Berlin, Germany

EDUCATION

2007	Ph.D. in sociology, Cornell University
2000	B.A in sociology, *summa cum laude*, Cornell University

RESEARCH INTERESTS

- Networking
- Social exchange
- Enforcement of prosocial norms and behaviors
- Online markets

PUBLICATIONS

*doctoral student coauthor at the time of publication

Peer reviewed journal articles

1. Yejin Park*, Erica R. Bailey, and **Ko Kuwabara**. 2024. "Why Does It Feel so Fake? Overcoming Authenticity Challenges in Professional Networking." *Social and Personality Psychology Compass* 18, no. 12.

2. Yejin Park*, Kelly Nault, and **Ko Kuwabara**. 2024. "When Brokers Don't Broker: Mitigating Referral Aversion with Generalize Help-requests." *Organizational Behavior and Human Decision Making*.

3. **Ko Kuwabara**, Jiyin Cao, *Soo Min Cho, and Paul Ingram. 2023. "Lay Theories of Instrumental Relations: Explaining Individual Differences in Dispositional Similarity-Attraction."
    o *Academy of Management Journal* summary
       https://journals.aom.org/doi/full/10.5465/amj.2020.0770.summary

4. **Ko Kuwabara**, *Claudius Hildebrand, Xi Zou, Brandy Aven, and Sheena Iyengar. 2020. "Lay Theories of Networking Ability: Beliefs That Inhibit Instrumental Networking." *Social Networks*.

5. **Ko Kuwabara**, *Claudius Hildebrand, and Xi Zou. 2018. "Lay Theories of Networking: How Laypeople's Beliefs About Networks Affect Their Attitudes and Engagement toward Instrumental Networking." *Academy of Management Review*.
    o Winner, the 2019 Academy of Management Review Best Paper Award

6. **Ko Kuwabara** and Siyu Yu*. 2017. "Costly Punishment Increases Prosocial Punishment by Designated Punishers: Power and Legitimacy in Public Goods Games" *Social Psychology Quarterly*.

7. **Ko Kuwabara** and Sarah Thebaud. 2017. "When Beauty Doesn't Pay: Gender and Beauty Biases in a Peer-to-Peer Loan Market" *Social Forces*.

8. **Ko Kuwabara**, Denise Anthony, and Christine Horne. 2017. "In the Shade of a Forest Status, Reputation, and Ambiguity in an Online Microcredit Market." *Social Science Research.*

9. **Ko Kuwabara**, *Siyu Yu, *Alice Lee, and Adam E. Galinsky. 2016. "Status Decreases Dominance in the West but Increases Dominance in the East." *Psychological Science.*

10. **Ko Kuwabara**. 2015. "Do Reputation Systems Undermine Trust? Divergent Effects of Enforcement Type on Generalized Trust and Trustworthiness" *American Journal of Sociology*.

11. **Ko Kuwabara**, Sonja Vogt, Motoki Watabe, and *Asuka Komiya. 2014. "Trust, Cohesion, and Cooperation After Early Versus Late Trust Violations in Two-Person Exchange: The Role of Generalized Trust in the United States and Japan." *Social Psychology Quarterly*. 77: 344-360.

12. **Ko Kuwabara** and Oliver Sheldon. 2012. "Temporal Dynamics of Social Exchange and the Development of Solidarity: "Testing the Waters" vs. "Taking a Leap of Faith." *Social Forces.*

13. **Ko Kuwabara**. "Cohesion, Cooperation, and the Value of 'Doing Things Together How Economic Exchange Creates Relational Bonds" 2011. *American Sociological Review.* 76: 560-80.

14. Mason, Malia F., Joe M. Magee, **Ko Kuwabara**, and *Louise Nind. 2010. "Specialization in Relational Reasoning: The Efficiency, Accuracy and Neural Substrates of Social versus Non-Social Inferences." *Social Psychology and Personality Science*.

15. Robb Willer, **Ko Kuwabara**, and Michael Macy. 2009. "The False Enforcement of Unpopular Norms." *American Journal of Sociology.* 115: 451-490.
    o James Coleman Award, 2009-2011, American Sociological Association.

16. **Ko Kuwabara**, Robb Willer, Michael Macy, *Rie Mashima, *Shigeru Terai, and Toshio Yamagishi. 2007. "Culture, Identity, and Structure in Social Exchange: A Web-based Trust Experiment in the U.S. and Japan." *Social Psychology Quarterly*. 70(4), 461-479.

17. **Ko Kuwabara**. 2006. "Nothing to Fear but Fear Itself: Fear of Fear, Fear of Greed, and Gender Effects in Two-person Asymmetric Social Dilemmas." *Social Forces*, 84: 1257-1291.
    - Best Graduate Student Paper, Mathematical Sociology Section of the ASA.
18. **Ko Kuwabara**. 2000. "Linux: A Bazaar at the Edge of Chaos." *First Monday*. 5.

Book chapters

19. **Ko Kuwabara**. 2015. "How Does Status Affect Power Use?" *Advances in Group Processes,* edited by Shane. R. Thye and Ed. J. Lawler. Bingley, UK: Emerald Group.
20. **Ko Kuwabara**, *Jiao Luo, and Oliver Sheldon. 2010. "Multiplex Exchange Relations." Pp. 239-268 in *Advances in Group Processes*, edited by S. R. Thye and E. J. Lawler. Bingley, UK: Emerald Group.
21. **Ko Kuwabara**. 2005. "Affective Attachment in Online Markets: A Sociological Study of eBay." In *The Economic Sociology of Capitalism*. Edited by Victor Nee and Richard Swedberg. Princeton, NJ: Princeton University Press. 268-288.

Practitioner publications

22. Ko Kuwabara, Yejin Park, and Kelly Nault. April 2024. "A Simple Phrase for Getting Better Help." *INSEAD Knowledge*. https://knowledge.insead.edu/strategy/simple-phrase-getting-better-help
23. Ko Kuwabara and Xi Zou. March 2024. https://www.straitstimes.com/opinion/are-face-to-face-struggles-of-youth-just-a-mindset-issue
24. Ko Kuwabara, Jiyin Cao, Soomin Cho, and Paul Ingram. March 2024. "How to Build a Broader Network within Your Company." *Harvard Business Review*.
25. Ko Kuwabara and Jiyin Cao. October 2022. "Embracing Diversity with a Growth Mindset." *INSEAD Knowledge*. https://knowledge.insead.edu/leadership-organisations/embracing-diversity-growth-mindset
26. Ko Kuwabara. September 2020. "Better Networking Begins with Your Beliefs." *INSEAD Knowledge*. https://knowledge.insead.edu/leadership-organisations/better-networking-begins-your-beliefs
27. Paul Resnick, Richard Zeckhauser, Eric Friedman, and **Ko Kuwabara**. 2000. "Reputation Systems." *Communications of ACM*. 43(12): 45-49.

MANUSCRIPTS UNDER REVIEW

28. **Ko Kuwabara** and Ashley Martin. "Lay Theories of Networking and Perceptions of Networkers." 3rd Revise and resubmit at *Personnel Psychology*.

WORKING PAPERS

1. Yejin Park, Brandy Aven, and **Ko Kuwabara**. "Network Experiments and Interventions in

Organizations."

2. **Ko Kuwabara** and Paul Ingram. "Expectancy-Value Theory of Choice Homophily."

WORK IN PROGRESS

3. Yejin Park and **Ko Kuwabara**. "Tie Maintenance."

4. Yejin Park, Noell Otto, and Ko Kuwabara. "Failing to Broker: Theorizing Barriers to Brokerage."

5. Shelly Qi and Ko Kuwabara. "Individual Differences in Multiplex Relations."

6. Shelly Qi and Ko Kuwabara. "Effects of Tie Multiplexity on Post-Negotiation Tasks."

INVITED PRESENTATIONS

2024   University of Hong Kong, Shenzhen

2022   Johns Hopkins University; University of Kentucky

2021   Rice University

2020   University of Kentucky (postponed to 2021)

2018   INSEAD Singapore; New York University Abu Dhabi

2017   Academia Sinica, Taiwan

2016   MIT Entrepreneurship Seminar; Center for Social Science Research, Berlin

2015   Dartmouth Interdisciplinary Network Research Group; INSEAD Singapore; McGill University; Rutgers Business School

2014   Berkeley OT conference; Berkeley Haas 2014; UCLA Anderson; USC

CONFERENCE PRESENTATIONS

- When Brokers Don't Broker: Mitigating Referral Aversion with Generalize Help-requests.
    - Academy of Management, August 2021.
- Lay Theories of Social Relations and Dormant Tie Activation.
    - Academy of Management, August 2020.
- Lay Theories of Instrumental Relations: Implications for Workplace Homophily
    - Academy of Management, August 2019.
- Lay Theories of Social Relations: Implications for Homophily and Multiplexity
    - Academy of Management, August 2017.
- Lay Theories of Networking
    - INSEAD Brownbag, September 2018; Academy of Management Conference 2016; Academy of Management, August 2015; Society for Experimental Social Psychology, October 2015.
- "Power, Status, and Punishment in Public Goods Games"
    - Berkeley psychology 2012; Darden, 2011, Columbia-NYU Hierarchy Conference, 2013
- "Standing in the Shadow of the Forest: The Value of Status and Reputation in an Online Market for Loans"

- o   Berkeley MORS 2014; UCLA Anderson, October 2014; USC, October 2014; Rutgers, MIT
- "Gender and Social Accounts in an Online Micro-Lending Market"
    - o   MIT Entreneurship Seminar 2016; Center for Social Science Research, Berlin, 2016; AoM 2014 (invited panel); Carnegie Mellon, 2012; Northwestern Sociology, 2012; American Sociological Association, 2012; Columbia Business School Strategy Seminar, 2012.
- "When Trust Backfires: Trust and Trust Repair after Trust Violations"
    - o   July, 2011. International Academy of Conflict Management, Istanbul, Turkey.
    - o   March, 2011. Waseda University.
    - o   February, 2011. Institute for Applied Economics, University of Zurich.
- "Do Reputation Systems Undermine Trust?"
    - o   August, 2011. American Sociological Association.
    - o   August, 2010. Academy of Management, Montreal, Canada.
    - o   February, 2010. 5th Workshop on Trust Within and Between Organizations, EIASM. Madrid, Spain.

AWARDS AND HONORS

- 2019 Best Paper, *Academy of Management Review*
- James Coleman Award, 2009-2011, American Sociological Association.
- Best Graduate Student Paper, Mathematical Sociology Section of the American Sociological Associating. 2006.
- NSF Dissertation Improvement Grant. 2006-7. "Uncertainty, Reputation Effects, and Relational Formation in Markets." $7500.
- Huygens Fellowship, Dutch government, 2002, $10,500
- Russell Sage Research Grant, Cornell University. 2002-2005

GRANTS

- 2021: Unilever Diversity and Inclusivity Grant, €10,000
- 2017: INSEAD Research and Development Grant, €22,110
- 2013: Columbia University, Research Grant, Jerome A. Chazen Institute of International Business (with Adam Galinsky), $5000.
- 2013: Columbia University, Research Grant, Jerome A. Chazen Institute of International Business, $3000.
- 2011: Columbia University, ISERP Seed Grant, 2011, $5000.

TEACHING

University of Kentucky

Degree programs

2024   Negotiations (Masters elective)

Pro-bono workshops

2024   Christopher Kelly Leadership Development Program (CKLDP).

INSEAD

Degree programs

2023   Negotiations (MBA elective)

           Introduction to Organizational Theory (PhD)

           Lean Networking (MBA elective)

2022   Negotiations (MBA elective)

           Introduction to Organizational Theory (PhD)

2021   Negotiations (MBA elective)

           Introduction to Organizational Theory (PhD)

           Lean Networking (MBA elective)

2020   Power and Politics (MBA elective)

           Introduction to Organizational Theory (PhD)

2019   Organizational Behaviour, Business Fundamentals Certificate Program, The Sorbonne.

           Introduction to Organizational Theory (PhD)

2018   Organizational Behaviour 2 (MBA core)

2017   Organizational Behaviour 2 (MBA core)

Executive education

Sessions: social capital and networks, networking, leading organizational change, growth mindsets, negotiations, conflict management, and team decision making.

2022   King Abdullah Financial District, Saudi Arabia

           ZATCA, Saudi Arabia

           Mindtree, India

           Home Team Academy, Singapore

           Chevron Southeast Asia

           Endeavor, U.S.A.

2021   INDOSAT, Indonesia

2020   Jardines, Hong Kong

2019   Hilton Southeast Asia

Fajar Paper, Indonesia

Bank of Indonesia, Indonesia

JTI, Switzerland

Pro-bono workshops

2023 Lean networking for introverts, Fontainebleau

Columbia Business School

- Social Networks and Social Capital (Core course for first-year MBAs, 2008-14; Elective for MBAs, 2015-2017)
- Managerial Negotiations (Columbia Business School elective), 2010-7

TEACHING MATERIALS

T1. Networking is Investing (Not Gambling), INSEAD Case Publishing

T2. Networking and the Science of Success Habits, Columbia CaseWorks

T3. Network like an Investor, Columbia CaseWorks

T4. Seven Continents, Columbia CaseWorks

Unpublished

UT1. Idea networking (coaching exercise linked to networking)

UT2. The Game of Connections*;* computer simulation for teaching networks (gameofconnections.herokuapp.com)

UT3. NETWORKsheet*;* online network diagnosis tool (networksheet.herokuapp.com)

STUDENT ADVISING

- Yejin Park, 2021, INSEAD Research Assistant (Placement: New York University PhD program)
- Siyu Yu, 2020, New York University (Placement: Rice University)
- Jiao Luo, 2010, Columbia Business School (Placement: University of Minnesota, Carleton Business School)
- Claudius Hildebrand, 2016, Columbia Business School (Placement: Boston Consulting Group)

INSTITUTIONAL SERVICE

2022 Faculty search committee

   OB area retreat co-organizer

2020	Faculty speaker, Center for Organizational Research lunch seminar
2018	Faculty search committee
	PhD admissions committee
	Seminar series co-organizer
2017	Faculty search committee

PROFESSOSIONAL SERVICE

- Doctoral consortium mentor, Academy of Management, 2020, 2021
- Best Paper Award Selection Committee, Academy of Management Review, 2020.
  Best Paper Award Selection Committee, American Sociological Association section on Altruism, Morality, and Social Solidarity, 2019.
- Section Chair, ASA section on Altruism, Morality, and Social Solidarity, 2017-2020
- Editorial board, *Social Psychology Quarterly*, 2014-17, 2018-21.
- Consulting Editor, *American Journal of Sociology*, 2015-17.
- Ad hoc Reviewer: *American Journal of Sociology, Administrative Science Quarterly, American Sociological Review, Social Forces*, *Social Networks, Organization Science, Management Science, Sociological Forum, Social Science Research, Journal of Personality and Social Psychology, Organizational Behavior and Human Decision Processes, Academy of Management Review, Nature, Proceedings of the National Academy of Science.*