Julie Urda
 Office: +33 (0)1 6072 9132

 24, rue de Lorraine
 Home: +33 (0)1 6074 0761

 77300 Fontainebleau, France
 E-mail: julie.urda@insead.edu

### Education

#### INSEAD, Fontainebleau, France

2006 Expected Ph.D. in Management, Organizational Behavior Department 2002 M.Sc. in Management, Organizational Behavior Department

### Boston University, Boston, MA, USA

1996 M.B.A. with concentration in Organizational Behavior - High honors

### Dartmouth College, Hanover, NH, USA

1990 B.A. in Psychology - cum laude

# Academic work experience

ESSEC, Paris, France

March-June 2006: Lecturer for core MBA course in Organizational Behavior

#### INSEAD, Fontainebleau, France

Research assistant for Prof. Christoph Loch
 Grader for Affiliate Prof. Thomas Mannarelli, Leading People and Groups
 Teaching assistant for Prof. David Krackhardt (CMU), Leading Organizations
 Grader for Prof. Thomas D'Aunno, Leading People and Groups
 Tutor and grader for Asst. Prof. Anca Metiu, Leading Organizations

### Teaching interests

- Organizational behavior
- Organization theory
- Leading groups and teams
- Motivation

- Leadership and culture
- Organizational structure
- Change management
- Power and politics

### Coursework

Organizational Behavior Theory

Behavioral Science, Organizational Behavior 1, Organizational Behavior 2, Organizational Sociology, Interorganizational Relationships, Strategic Management Processes, Advanced Behavioral Decision Theory, Advanced Topics in Psychology, Evolutionary Psychology

#### Research Methods and Design

Research Methods, Advanced Research Methods, Network Theory and Analysis, Experimental Design

#### Quantitative Analysis

Microeconomics, Probability & Statistics I, Multivariate Statistics, Econometrics (audit)

### Technical skills

- Native English speaker (U.S. citizen)
- Proficient in French
- Conversational in Spanish
- Proficient with SPSS statistics software
- Proficient with Microsoft Office software
- Trained and experienced in meeting facilitation

### Research interests

- Emotions: how social goals trigger individual emotions and ultimately affect group performance
- Motivation: how to improve performance by tapping into people's intrinsic motivation
- Facework: what compels people to save face even when doing so may lead to further embarrassment
- In general my research interests stem from and are informed by social, evolutionary, and cognitive psychology

# Work in progress (with Prof. Christoph H. Loch)

Social Drives as Navigators of Social Dilemmas: Regulating Behavior for Group Performance

- Two pilot studies completed
- Abstract:

We discuss the role of social drives in navigating the social dilemma people face when working in groups. Motivation to behave either competitively or cooperatively is influenced by an interactive system of social drives. These drives influence people's behavior via emotions. Social drives both influence and are influenced by each other, creating a complex, dynamic system. Because either competitive or cooperative behaviors in the extreme can derail group performance, some combination is necessary for groups to function. Maintaining a balance of social drives, given environmental conditions and rationality, therefore influences performance. Understanding the effect of social drives on group performance will help managers prioritize the factors to which to attend when managing groups; show how social drives might be used as behavior levers to influence group performance; and provide insight into composing teams to improve performance.

Social goals and the appraisal process: How an event's social context triggers emotions

- Registered as INSEAD working paper
- Abstract:

Social science research finds that people pursue *social goals*—status, reciprocity, and group identity—not only as means to future material advantages, but also as ends in themselves. Both theory and empirical research suggest that pursuing these three goals regulates human behavior in groups. However, the psychological mechanism that motivates people to act on social goals as ends has not been identified. Results from our research suggest that this mechanism is the emotion-triggering appraisal process. Arbitrary status signals trigger pride; status loss triggers anger and disgust. Violating reciprocity expectations triggers anger; guilt and sadness attenuate the happiness of receiving a favor if subjects previously refuse to grant a favor. Events happening to salient in-group members trigger emotions as if they have happened to subjects directly.

The effect of social goals on cooperative vs. competitive behavior and group performance

- Running pilot and collecting data
- Abstract:

This project will compliment our preliminary research by linking the social goals to behavior—specifically competitive vs. cooperative behavior in a social dilemma situation—and then by linking the balance of these individual behaviors over time to overall group performance. In the first study, subjects given a social dilemma will be cued with the social goals (there will also be a control group with no cues). We hope to show that no cues and status seeking cues will result in competitive behavior, while reciprocity need and group identity maintenance cues will result in cooperative behavior. In the second study, we hope to show how social goals and emotions a) help individuals to navigate social dilemmas, and b) help groups to achieve and maintain a productive balance between cooperation and competition that ultimately affects group performance.

Competition and cooperation at a large, multinational corporation

- Interviews and preliminary analysis complete
- In-depth analysis and case study in progress
- Details as yet confidential

## Conference presentations

Social goals and the appraisal process: How an event's social context triggers emotions

- May 2005. Fifth Annual EURAM Conference, Munich, Germany
- May 2005. Fifth Annual London Business School Transatlantic Ph.D. Conference, London, England.

Social Drives as a Basis for Relational Model Proclivities: Regulating Behavior for Group Performance

• August 2004. Sixty-Fourth Annual Meeting of the Academy of Management, New Orleans, Louisiana, USA.

Social Drives as Navigators of Social Dilemmas: Regulating Behavior for Group Performance

• July 2004. Twentieth EGOS Colloquium, Ljubljana, Slovenia.

Group Emotions and Group Performance: Navigating the Competition-Cooperation Dilemma

• May 2004. Fourth Annual London Business School Transatlantic Ph.D. Conference, London, England.

Another look at embarrassment and facework: The status account

- June 2003. Third Annual London Business School Transatlantic Ph.D. Conference, London, England.
- April 2002. Third Annual HEC-INSEAD Ph.D. Forum, Jouy-en-Josas, France.

# Consortia participation

- August 2005. OB Doctoral Consortium. Sixty-Fifth Annual Meeting of the Academy of Management, Honolulu, HI, USA.
- August 2004. OMT/ODC/MOC Doctoral Consortium. Sixty-Fourth Annual Meeting of the Academy of Management, New Orleans, Louisiana, USA.

- August 2004. Seventh Annual MOC Cognition in the Rough Workshop. Sixty-Fourth Annual Meeting of the Academy of Management, New Orleans, Louisiana, USA.
- July 2004. Ph.D. Workshop. Twentieth EGOS Colloquium, Ljubljana, Slovenia.

### <u>Affiliations</u>

- Academy of Management: OB, MOC, and Research Methods divisions
- Reviewer for OB and MOC divisions
- European Academy of Management: Emotions track
- International Society for Research on Emotions (ISRE)

## Awards and honors

- 2000-2004 INSEAD Ph.D. fellowship
- May 1996 Inducted into Beta Sigma Gamma, Business School Honor Society

### Non-academic work experience

## The Boston Consulting Group, Boston, MA, USA

2000 Strategic Practice Initiative

In addition to duties as Globalization topic area assistant, investigated up-coming trends in business demands, technology, and management needs. Spent particular time researching open-sourced software, social networks, and ways organizations replicate culture.

### 1997-2000 Globalization Interest Group

Monitored global business trends, issues and news events, and provided qualitative analysis and communication of them to the Topic Area Leader. Responsible for all administrative details of running the topic area, including communications, networking, finances, and project coordination. Worked directly with Globalization Specialist on critical internal projects including research, analysis, and editing of written reports, presentations, speeches, and client work. Provided research, analysis and expertise for case teams worldwide. Conducted research and analysis of competitor efforts in corporate globalization. Coordinated and managed BCG globalization conferences. Gathered and organized case descriptions, presentation materials, media reports, and journal articles on corporate globalization for newsletter, intranet web site, and topic library. Managed design, rollout, and internal marketing of Globalization Topic Area intranet site.

#### 1996-1997 Industrial Goods Practice Area

Participated in practice area fora and conferences, which included considerable networking among BCG officers and clients. Coordinated the IGPA knowledge management database. Tracked leads, proposals, and cases in the North American system. Created fact folders on BCG target companies, leveraging existing BCG work. Acted as coach and facilitator for consultant projects. Synthesized and analyzed research for internal and client casework. Coordinated and managed research and marketing projects such as client conferences and research paper distributions. Helped build the IGPA library and intranet web site.

#### John Hancock Financial Services, Boston, MA, USA

1992-1996 Economic Research

Contributed to the quarterly Economic Outlook internal publication. Prepared economic forecasts using statistical models. Organized the collection, storage and use of economic, financial, and market data in various forms. Conducted domestic and foreign economic, financial, and market research, analysis, and reporting including summarizing economic history, calculating and analyzing efficient frontier portfolios, and tracking market trends. Participated in development and implementation of department and sector recognition and reward systems. Facilitator for Retail Field Office Quality Initiative.

#### 1990-1992 ServiceLine

Answered policyholder phone calls coming over a toll-free line. Became an expert in all John Hancock Retail Life Insurance policies and services. Trained new hires on how to assist policyholders and handle difficult callers.

### Personal interests

Reading, music, cinema, theater, travel, photography, fitness, swimming, SCUBA diving, snowshoeing

### Academic References

Professor Christoph Loch (advisor and dissertation committee co-chair)

**INSEAD** 

Bd de Constance

77305 Fontainebleau, France

E-mail: chirstoph.loch@insead.edu

Phone: +33 1 6072 4326

Professor John Weeks (dissertation

committee member)

**INSEAD** 

Bd de Constance

77305 Fontainebleau, France

E-mail: john.weeks@insead.edu

Phone: +33 1 6072 4143

Professor Thomas D'Aunno (dissertation

committee co-chair)

**INSEAD** 

Bd de Constance

77305 Fontainebleau, France

E-mail: thomas.daunno@insead.edu

Phone: +33 1 6072 4381

Professor Susan Schneider (dissertation

committee member)

HEC Genève

40. Bd du Pont d'Arve

1211 Genève 4

E-mail: susan.schneider@hec.unige.ch

Phone: +41 22 379 8134

# **Professional References**

Furnished on request