

Jacob W. Roberson

jacob.roberson@marshall.usc.edu | <https://www.jwroberson.com/>

EDUCATION

- University of Southern California, Marshall School of Business, Los Angeles, CA
Ph.D. Candidate, *Management and Organization* *Expected 2027*
- University of Richmond, Richmond, VA
B.A., *Psychology & Sociology* (Double Major), *Magna cum laude* **May 2019**

PUBLICATIONS

- Tost, L. P., Hardin, A. E., **Roberson, J. W.**, & Gino, F. (2022). Different roots, different fruits: Gender-Based differences in cultural narratives about perceived discrimination produce divergent psychological consequences. *Academy of Management Journal*, 65: 1804-1834.

INVITED TALKS

- University of Houston, C.T. Bauer College of Business, Department of Management & Leadership **Fall 2025**
University College London, School of Management, Organisations and Innovation Group **Fall 2025**
Imperial College London, Imperial Business School, Department of Management & Entrepreneurship **Fall 2025**
Columbia University, Columbia Business School, Management Division **Spring 2026**

PROJECTS IN PROGRESS *(* denotes equal contribution to first authorship, names listed in alphabetical order)*

- Roberson, J. W.**, Townsend, S. S. M., Hall, E. V. (*target: Psychological Science*).
Labeling DEI: How organizational labels shape perception, support, and behavior
- *Expected submission to journal: Spring 2026*
- Osborne, M. R.,* **Roberson, J. W.**,* & Tost, L. P. (*target: Organization Science*).
Included but undermined: How representation goals backfire
- *Expected submission to journal: Summer 2026*
- Roberson, J. W.** (*target: Academy of Management Review*).
Reconceptualizing entitlement: An empowerment approach amongst the disadvantaged
- Roberson, J. W.**, Tost, L. P., & Frey, E. L. (*target: Academy of Management Journal*).
Divergent pathways to high entitlement lead to divergent reactions and expectations
- Boyd, T. L., **Roberson, J. W.** (*data collection*).
Motivations of and barriers to Black women in leadership: The role of agency, belonging, and respect
- Roberson, J. W.** (*data collection*).
Employee political ideology, generational cohort, and expectations regarding corporate sociopolitical activism
- Roberson, J. W.**, Frey, E. L., Tost, L. P., & Vincent, L.
Collaborator or individual contributor? Perceptions of intergenerational tensions and workplace expectations in multigenerational workforces

RESEARCH INTERESTS

DEI, Identity & Ideology, Language & Rhetoric, Entitlement & Deservingness, Cultural Narratives

CHAired CONFERENCE SYMPOSIA *(* denotes chair or co-chair, listed in alphabetical order)*

- Chico, R.,* **Roberson, J. W.**,* Rogers, B., Shaw, T., Tang, S., (2026). *Rhetoric, labels, and narratives: How language shapes employee and organizational outcomes* (accepted as a *showcase symposium*). Academy of Management (AOM) Annual Meeting, Philadelphia, PA.
- Roberson, J. W.**,* Chadha, A., Darby, C., Osborne, M. R., (2024). *Rethinking allyship: How self-awareness impacts ally motivations*. Society for Personality and Social Psychology (SPSP) Annual Convention, San Diego, CA.

CONFERENCE PRESENTATIONS

- **Roberson, J. W.,** Townsend, S. S. M., Hall, E. V. (2026). *“If it’s called DEI, I don’t like it”*: How labels’ implicit meanings shape support for initiatives and organizations. Academy of Management (AOM) Annual Meeting, Philadelphia, PA. (pending acceptance)
- **Roberson, J. W.,** Townsend, S. S. M., Hall, E. V. (2026). *“If it’s called DEI, I don’t like it”*: How labels’ implicit meanings shape support for initiatives and organizations. Society for Personality and Social Psychology (SPSP) Annual Convention, Chicago, IL.
- **Roberson, J. W.,** Osborne, M. R., & Tost, L. P. (2025). *Included but undermined: How representation goals backfire*. Academy of Management (AOM) Annual Meeting, Copenhagen, DK.
- **Roberson, J. W.,** Osborne, M. R., & Tost, L. P. (2025). *Included but undermined: How representation goals backfire*. Transatlantic Doctoral Conference (TADC) Annual Conference, London, UK.
- **Roberson, J. W.,** Tost, L. P., & Frey, E. L. (2024). *The haves and the have nots: Divergent pathways to high entitlement*. Academy of Management (AOM) Annual Meeting, Chicago, IL.
- **Roberson, J. W.,** Townsend, S. S. M., & Akinola, M. N. (2024). *Overcoming barriers to allyship: Is cognitive reappraisal an effective approach?* Academy of Management (AOM) Annual Meeting, Chicago, IL.
- **Roberson, J. W.,** Tost, L. P., & Frey, E. L. (2024). *The haves and the have nots: Divergent pathways to high entitlement*. International Association for Conflict Management (IACM) Annual Conference, INSEAD, Singapore.
- **Roberson, J. W.,** Tost, L. P., & Frey, E. L. (2024). *The haves and the have nots: Attributions, fairness, and divergent pathways to high entitlement*. East Coast Doctoral Conference (ECDC), New York, NY.
- **Roberson, J. W.,** Townsend, S. S. M., & Akinola, M. N. (2024). *Overcoming barriers to allyship: Is cognitive reappraisal an effective approach?* Society for Personality and Social Psychology (SPSP) Annual Convention, San Diego, CA.
- **Roberson, J. W.,** Osborne, M. R., & Tost, L. P. (2023). *Grappling with the diversity-validity tradeoff in job task assignments*. Diversity in Management and Organizations (DMO) conference, Virtual.
- **Roberson, J. W.,** Townsend, S. S. M., & Akinola, M. N. (2023). *Motivating allyship behavior: Overcoming barriers to allyship via cognitive appraisal*. DEI & Expertise in Racialized Organizations Mini-Conference and Paper Development Workshop, Columbia Business School, New York, NY.
- **Roberson, J. W.,** Tost, L. P., Osborne, M. R. (2022). *Sending the wrong signal: The dysfunctional effects of using representation goals in the presence of a pipeline problem*. East Coast Doctoral Conference (ECDC), Virtual.
- **Roberson, J. W.** & Hoyt, C. L. (2020). *Leveraging empathy to reduce social dominance orientation and colorblind ideology*. Society for Personality and Social Psychology (SPSP) Annual Convention, New Orleans, LA.
- **Roberson, J. W.** (2019). *The new age plantation: The NCAA’s effect on the black student experience at university*. University of Richmond Undergraduate Research Symposium, Richmond, VA.
- **Roberson, J. W.,** d’Almeida, A., & Perry, M. (2019). *UR’s hidden history: Bringing light to marginalized voices*. University of Richmond Undergraduate Research Symposium, Richmond, VA.
- **Roberson, J. W.** & Hoyt, C. L. (2019). *Promoting positive interracial interactions: An experimental intervention*. University of Richmond Undergraduate Research Symposium, Richmond, VA.
- **Roberson, J. W.** & Hoyt, C. L. (2019). *Promoting positive interracial interactions: An experimental intervention*. Jepson School of Leadership Student Research Symposium, Richmond, VA.
- **Roberson, J. W.** & Hoyt, C. L. (2019). *Promoting positive interracial interactions: An experimental intervention*. Society for Personality and Social Psychology (SPSP) Annual Convention, Portland, OR.
- **Roberson, J. W.** (2019). *Reflections of our past: A 50-year legacy*. Black Student Athlete Summit, Austin, TX.
- **Roberson, J. W.,** d’Almeida, A., Perry, M., Wolfer, E., & Xiao, R. (2018). *Team oral history: Conducting interviews with black alumni*. University of Richmond Summer Fellowship Experience, Richmond, VA.
- **Roberson, J. W.** (2018). *Rating facial expressions of anger: Negative implications of the “Mad Black Woman” stereotype*. University of Richmond Undergraduate Research Symposium, Richmond, VA.
- **Roberson, J. W.** (2018). *Reducing feelings of marginalization for black students*. University of Richmond Undergraduate Research Symposium, Richmond, VA.

GRANTS & FELLOWSHIPS

USC Graduate School Travel / Research Award – \$1,500	2024
Marshall School Dean's Fellowship – \$6,000 per year	2021 – 2024
Marshall School Diversity, Inclusion, and Access Fellowship	2021 – 2024
NCAA Ethnic Minority Graduate Scholarship – \$10,000 (<i>offer declined</i>)	2019
Psi Chi 2018-19 Winter Unrestricted Travel Grant – \$1,281	2019
University of Richmond School of Arts and Sciences Undergraduate Research Travel Grant – \$750	2019
SPSP Diversity Undergraduate Registration Award – \$160	2019
Hunter B. Keck Presidential Scholarship, University of Richmond	2018
UR Class of 1964 Scholarship, University of Richmond	2018
Sociology Henry H. Stewart Scholarship, University of Richmond	2018
The Race and Racism Project at the University of Richmond, Summer Fellowship – \$4,000	2018

TEACHING EXPERIENCE

Instructor – University of Southern California, Marshall School of Business

Instructor: Jacob W. Roberson, Management and Organization Summer 2024
Course Title: BUAD 304: Organizational Behavior and Leadership (Undergraduate)
- 3.95 out of 4.0 average student eval. rating

Teaching Assistant – University of Southern California, Marshall School of Business

Instructor: Sarah Townsend, PhD, Management and Organization Summer 2025
Course Title: GSBA 532: Leading People, Teams, and Organizations (MBA – core)

Instructor: Sarah Townsend, PhD, Management and Organization Summer 2024
Course Title: GSBA 532: Leading People, Teams, and Organizations (MBA – core)

Instructor: Shaun Harper, PhD, Management and Organization Spring 2024
Course Title: MOR 534: Diversity, Equity, and Inclusion in Business (MBA – elective)

Instructor: Eric Anicich, PhD, Management and Organization Spring 2024
Course Title: BUAD 304: Organizational Behavior and Leadership (Undergraduate – core)

Instructor: Scott Wiltermuth, PhD, Management and Organization Fall 2023
Course Title: MOR 598: Leadership and Improvisation (MBA – elective)

Instructor: Leigh Tost, PhD, Management and Organization Spring 2021
Course Title: MOR 569: Negotiation and Deal-Making (MBA – elective)

Instructor: Peter Carnevale, PhD, Management and Organization Fall 2020
Course Title: MOR 469: Negotiation and Persuasion (Undergraduate – elective)

Instructor: Leigh Tost, PhD, Management and Organization Spring 2020
Course Title: MOR 569: Negotiation and Deal-Making (MBA – elective)

SERVICE

USC Marshall Department of Management and Organization

- OB Lab *coordinator* Fall 2023 – Spring 2026
 - Coordinate weekly, friendly research meetings for micro-OB faculty and PhD Students to share research
- Multi-Level Field Study Data Collection *co-coordinator* Spring 2022 – Fall 2025
 - A large, semesterly field research endeavor involving the retrieval of up to three connected working individuals (e.g., dyad & triad data). Contact information is shared by undergrad students in BUAD 304
- The PhD Project (MDSA) *student representative* Fall 2021 – Fall 2024
 - Represent USC Marshall at annual recruiting conference

USC Race and Equity Center

- Research Associate Spring 2022 – Present

DEI Thought Leaders Soirée – Tuck Initiative on Workplace Inclusion, Hanover, NH

- Invited attendee June 2025

Ad-hoc reviewer in training (i.e., informal reviewing of submitted works alongside formal reviewers)

- Academy of Management Journal, Organization Science

Conference reviewer

- Academy of Management Conference, 2023

SKILLS

Research:

- SPSS, R, Qualtrics, Prolific, Mechanical Turk (MTurk), Connect Research
- Public speaking: Strong in-person (and online) oral presenter and facilitator

Languages: English (fluent), Spanish (working proficiency)

Miscellaneous: Dancing, Hying people up, Poetry, Sports, Weightlifting, Curating playlists, Karaoke, Improv, Handstands

MEMBERSHIP

Academy of Management (AOM)

International Association for Conflict Management (IACM)

International Society of Moral Psychology (ISMP)

The PhD Project: Management Doctoral Student Association (MDSA)

Society for Personality and Social Psychology (SPSP)

Society for Psychological Study of Social Issues (SPSSI)

PRE-GRADUATE RESEARCH EXPERIENCE

Lab Manager – University of Southern California, Marshall School of Business <i>PI: Leigh Tost, PhD – Department of Management & Organization</i>	September 2019 – July 2021
Undergraduate Research – University of Richmond: Social Psychological Independent Research with Dr. Crystal Hoyt ▪ <i>Leveraging empathy to reduce social dominance orientation and colorblind ideology</i>	January 2019 – February 2020
Sociological Independent Research with Dr. Atiya Husain ▪ <i>The new age plantation: The NCAA’s effect on the black student experience at university</i>	August 2018 – May 2019
Social Psychological Independent Research with Dr. Crystal Hoyt ▪ <i>Promoting positive interracial interactions: An experimental intervention</i>	January 2018 – February 2019
Social Psychological Research with Dr. Kristjen Lundberg ▪ <i>Rating facial expressions of anger: Negative implications of the “Mad Black Woman” stereotype</i>	August 2017 – December 2017
Sociological Policy Brief with Dr. Bedelia Richards ▪ <i>Reducing feelings of marginalization for Black students at the University of Richmond</i>	August 2017 – December 2017
The Race and Racism Project at the University of Richmond – Summer Fellowship ▪ <i>UR’s hidden history: Bringing light to marginalized voices</i>	May 2018 – August 2018

HONORS & AWARDS – University of Richmond

The Mace Award <i>“University’s Outstanding Student”</i>	2019
Presidential Citation Award <i>Graduating student-athlete with the highest cumulative grade point average</i>	2019
Outstanding Civic Engagement Award <i>Student-athlete committed to service and community impact</i>	2019
James A. Sartain Award <i>Senior sociology major who best exemplifies scholarship, humanitarianism, & integrity</i>	2019
Austin E. Grigg and Helen W. Grigg Award <i>For excellence in psychology</i>	2019
Scholar-Athlete of the Year, School of Arts and Sciences <i>For academic year of 2017-2018</i>	2018
The Omicron Delta Kappa Society, Inc. <i>National Leadership Honor Society</i>	2018
Mortar Board <i>National College Senior Honor Society</i>	2018
Psi Chi <i>National Honor Society in Psychology</i>	2018
Alpha Kappa Delta <i>International Sociology Honor Society</i>	2018
Sigma Alpha Pi <i>National Society of Leadership and Success</i>	2018
Dean’s List <i>3.5 GPA or higher each semester</i>	Spring 2016 – Spring 2019
The Richmond College Medal*	2019
Richmond College’s Pinchbeck Prize*	2018
Richmond College’s Metcalf Prize* <i>*Recognized as a man of character, scholarship, and leadership in his year</i>	2017
Phi Eta Sigma <i>National Freshman Honor Society</i>	2016

ACTIVITIES & EXTRACURRICULARS – *University of Richmond*

University of Richmond Varsity Football Team <i>Scholar-Athlete, Defensive Back</i>	June 2015 – December 2018
Dean’s Student Advisory Board, University of Richmond <i>School of Arts and Sciences (A&S), Appointed Student Representative</i>	January 2018 – May 2019
UR Mentoring Network, University of Richmond, Armstrong High School <i>Vice President, Co-Founder, August 2017 through May 2019</i>	August 2017 – May 2019
Student-Athlete Advisory Committee (SAAC), University of Richmond <i>Member</i>	October 2016 – May 2019
Education Subcommittee of the President’s Advisory Committee <i>University of Richmond, Office of the President, Appointed Student Representative</i>	September 2017 – May 2018
University of Richmond Varsity Football Team Leadership Council <i>Scholar-Athlete, Defensive Back, Appointed by Head Coach Danny Rocco</i>	January 2016 – March 2017
Students Engaging in and Enacting a Dialogue on Service (SEEDS), University of Richmond <i>Dulac and New Orleans, Louisiana</i>	March 2017