

REBECCA PONCE DE LEON

Columbia Business School | 341 Kravis Hall | rmp2208@gsb.columbia.edu

ACADEMIC POSITIONS

Columbia Business School

Assistant Professor of Business

July 2022 – present

EDUCATION

- Ph.D. **Duke University, Fuqua School of Business** 2022
Management & Organizations
- B.A. **Duke University** 2015
Major: Psychology, *summa cum laude*

PUBLICATIONS

**equal authorship, †mentee/ student collaborator*

- Du, K. M.* & **Ponce de Leon, R.*** (In press). Organizations espousing an authenticity ideology repel stigmatized job seekers. *Journal of Applied Psychology*.
- White, M. W.†, **Ponce de Leon, R.** (2026). Less “awe”-some art: How AI diminishes the empathic power of the arts. *Journal of Experimental Social Psychology*, 122, 104840.
- Ponce de Leon, R.*** & Bailey, E. R.* (2025). The preeminence of communality in the leadership preferences of followers. *Journal of Personality and Social Psychology*, 129(2), 226–243.
- Petsko, C. D., **Ponce de Leon, R.**, & Rosette, A. S. (2025). Beyond the motherhood penalty: Evidence of a (potentially race-based) parenthood boost in workplace evaluations. *Journal of Experimental Social Psychology*, 119, 104753.
- Goya-Tochetto, D., **Ponce de Leon, R.**, & Jost, J. T. (2024). A system justification perspective on law, human behavior, and society. *Research Handbook on Law and Psychology* (pp. 233–256). Elgar Publishing.
- Ponce de Leon, R.**, Carter, J. T. & Rosette, A. S. (2024). Sincere solidarity or performative pretense? Evaluations of organizational allyship. *Organizational Behavior and Human Decision Processes*, 180, 104296.
- Ma, A., **Ponce de Leon, R.**, & Rosette, A. S. (2024). Asking for less (but receiving more): Women avoid impasses and outperform men when negotiators have weak alternatives. *Journal of Applied Psychology*, 109(7), 1145–1158.
- Wingrove, S., Paek, J. J. W., **Ponce de Leon, R.**, & Fitzsimons, G. M. (2023). Tying the value of goals to social class. *Journal of Personality and Social Psychology*, 125(4), 699–719.

Kay, A. C., **Ponce de Leon, R.**, Kteily, N., & Ho, A. K. (2023). Motivated egalitarianism. *Current Directions in Psychological Science*, 24(3), 293–299.

Ponce de Leon, R. & Rosette, A. S. (2022). “Invisible” discrimination: Divergent outcomes for the non-prototypicality of Black women. *Academy of Management Journal*, 65(3), 784–812.

**Winner of the 2021 INFORMS/Organization Science Dissertation Proposal Competition*

**Winner of the 2024 Responsible Research in Management Award*

Ponce de Leon, R.*, Rifkin, J. R.*, & Larrick, R. P. (2022). “They’re everywhere!”: Symbolically threatening groups seem more pervasive than non-threatening groups. *Psychological Science*, 33(6), 957–970.

Carter, J. T. & **Ponce de Leon, R.** (2022). Double jeopardy or intersectional invisibility? Reconciling (seemingly) opposing perspectives. *Research on Social Issues in Management (V. 3): The Future of Scholarship on Race in Organizations* (pp. 233–256). Information Age Publishing.

Ponce de Leon, R. & Kay, A. C. (2021). Ironic egalitarianism: When hierarchy-attenuating motives increase hierarchy-enhancing beliefs. *Organizational Behavior and Human Decision Processes*, 164, 86–101.

Ponce de Leon, R., Wingrove, S., & Kay, A. C. (2020). Scientific skepticism and inequality: Political and ideological roots. *Journal of Experimental Social Psychology*, 91, 104045.

Ponce de Leon, R. & Kay, A. C. (2020). Political ideology and compensatory control mechanisms. *Current Opinion in Behavioral Sciences*, 34, 112–117.

Rosette, A. S., **Ponce de Leon, R.**, Koval, C. Z., & Harrison, D. A. (2019). Intersectionality: Connecting experiences of gender with race at work. *Research in Organizational Behavior*, 38, 1–22.

**Runner up, 2019 Saroj Parasuraman Outstanding Publication Award, Academy of Management (GDO)*

UNDER REVIEW AND WORKING PAPERS

Ponce de Leon, R. & Carter, J. T. DEI leadership fit. Revise and resubmit at *Organization Science*.

Seegars, L. B. & **Ponce de Leon, R.** Intersectionality and relational invisibility. Revise and resubmit at *Academy of Management Journal*.

Chen, Y.[†], Hwang, K. J., & **Ponce de Leon, R.** Stigma and entrepreneurial narratives. Under review at *Organization Science*.

Waldfoegel, H. B.[†] & **Ponce de Leon, R.** Defining political outgroups. *Working paper*.

Zambrotta, N.[†], **Ponce de Leon, R.**, White, M. W.[†], Boland, F. K.[†], & Akinola, M. A. Team diversity and authenticity. *Working paper*.

** Best Paper Designation, 2025 Academy of Management Annual Meeting*

Ponce de Leon, R.*, Rifkin, J. R.*, & Sharma, E. The emotional health tax. *Working paper*.

Ponce de Leon, R., Kim, J. Y., McMahon, C. E.[†], & Kay, A. C. Femininity, masculinity, and beliefs about workplace gender equality. *Working paper*.

SELECT RESEARCH IN PROGRESS

Ponce de Leon, R. & Bailey, E. R. Motherhood and promotability.

Ponce de Leon, R., Brown, N. D., & McMahon, C. E.[†] Intersectionality and linked fate.

White, M. W.[†], **Ponce de Leon, R.**, & Akinola, M. Awe and workplace inclusivity.

Mittal, A.[†], Horton, C. B.[†], & **Ponce de Leon, R.** Discussing personal identity in professional bios.

Ponce de Leon, R., Santoro, E.[†], & Waldfogel, H. B.[†] Perceptions of men versus women falling behind.

OTHER PUBLICATIONS

Rifkin, J. R.* & **Ponce de Leon, R.*** (June 2022). [People overestimate groups they find threatening – when ‘sizing up’ others, bias sneaks in.](#) *The Conversation*.

INVITED TALKS

Haas School of Business, University of California, Berkeley	March 2026
Group Processes and Intergroup Relations Preconference, SPSP	February 2026
The Ohio State University Social Psychology Colloquium	February 2026
Rutgers Business School	September 2025
IESE Business School	June 2025
Columbia Department of Psychology	October 2023
Fair360 Women of Color and Their Allies	September 2023
The Technology, Race and Prejudice Lab	April 2023
Columbia Business School	January 2022
Booth School of Business, University of Chicago	January 2022
Marshall School of Business, University of Southern California	November 2021
Harvard Business School	November 2021
SC Johnson College of Business, Cornell University	November 2021
Darden School of Business, University of Virginia	November 2021
Harvard Kennedy School	November 2021
Kellogg School of Management, Northwestern University	November 2021
Olin Business School, Washington University in St. Louis	October 2021
Kenan-Flagler Business School, University of North Carolina at Chapel Hill	October 2021
Terry College of Business, University of Georgia	October 2021
Herbert Business School, University of Miami	October 2021
McCombs School of Business, University of Texas at Austin	October 2021

SELECT CONFERENCE PRESENTATIONS

Ponce de Leon, R., McMahon, C. E., & Brown, N. D. Intersectionality and linked fate.

Society for Personality and Social Psychology, Chicago, Illinois, 2026

Wharton Organizational Behavior Conference, Philadelphia, Pennsylvania, 2024

Ponce de Leon, R. & Seegars, L. B. Black women's ERG experiences.

Academy of Management, Copenhagen, Denmark, 2025

Ponce de Leon, R. & Du, K. M. Stigma and reactions to espoused authenticity ideology.

Authenticity Conference, Berkeley, California, 2025

Academy of Management, Chicago, Illinois, 2024

Society of Experimental Social Psychology, Philadelphia, Pennsylvania, 2022

Ponce de Leon, R. & Carter, J. T. Diversity leader qualifications.

INFORMS Annual Meeting, Seattle, Washington, 2024

Ethical Issues of Our Time Conference, Park City, Utah, 2024

International Association for Conflict Management, Thessaloniki, Greece, 2023

Academy of Management, Boston, Massachusetts, 2023

Ponce de Leon, R., Rifkin, J. R., & Sharma, E. The emotional health tax.

Society for Personality and Social Psychology, San Diego, California, 2024

Ponce de Leon, R., Kim, J. Y., & Kay, A. C. Gendered beliefs about reducing workplace inequality.

Society for Personality and Social Psychology, Atlanta, Georgia, 2023

Ponce de Leon, R., Carter, J. T. & Rosette, A. S. Perceptions of organizational allyship displays.

Academy of Management, Seattle, Washington, 2022

Academy of Management, Virtual, 2021

Ponce de Leon, R. & Rosette, A. S. Divergent discrimination outcomes for the non-prototypicality of Black women.

Academy of Management, Seattle, Washington, 2022

Rising Scholars Conference, Virtual, 2021

Society for Personality and Social Psychology, Virtual, 2021

Academy of Management, Virtual, 2020

East Coast Doctoral Conference, New York, New York, 2019

Ponce de Leon, R. & Kay, A. C. When egalitarianism increases hierarchy-enhancing beliefs.

Society for Personality and Social Psychology, San Francisco, California, 2022

Academy of Management, Virtual, 2021

Carolina Research in Social and Personality Psychology Conference, Durham, North Carolina, 2019

Academy of Management, Boston, Massachusetts, 2019

Ponce de Leon, R., Rifkin, J., & Larrick, R. P. Symbolically threatening groups seem more pervasive than non-threatening groups.

Society of Southeastern Social Psychologists, Virtual, 2020
Society for Personality and Social Psychology, New Orleans, Louisiana, 2020

Ponce de Leon, R. & Rosette, A. S. Intersectional stereotypes at the leadership level.

Academy of Management, Virtual, 2020
Society for Personality and Social Psychology, Portland, Oregon, 2019
Academy of Management, Chicago, Illinois, 2018

Ponce de Leon, R., Rosette, A. S., Koval, C. Z., & Harrison, D. A. Intersectionality and the changing meaning of gender, subordination, and dominance at work.

Academy of Management, Boston, Massachusetts, 2019
International Association for Conflict Management, Philadelphia, Pennsylvania, 2018

CHAired SYMPOSIA

Combating Workplace Inequality: Lay Beliefs and Practical Solutions (with Erika L. Kirgios)

Society for Personality and Social Psychology, Atlanta, Georgia, 2023

Allyship in the Workplace: An Examination of Antecedents and Consequences

Academy of Management, Seattle, Washington, 2021

**Selected as a Showcase Symposium*

The Structural, Organizational, and Societal Shape of Authenticity (with Erica R. Bailey)

Academy of Management, Virtual, 2021

Thinking, Black and White: The Structure and Consequences of Social Categorization

Society for Personality and Social Psychology, Virtual, 2021

Dissecting Dominant Diversity Narratives: Challenging Assumptions and Paving New Paths (with Gabrielle Lopiano)

Academy of Management, Boston, Massachusetts, 2019

TEACHING

Columbia Business School

MBA

Lead: People, Teams, Organizations (Core Course)

Fall 2022 – present

Executive Education

Museum Leadership Program

Fall 2025

Developing Leaders Program for Nonprofit Professional

Fall 2025

High Impact Leadership Program

Fall 2024

Advanced Management Program

Summer 2023

PhD

Proseminar

Fall 2022

Duke University*Guest Lecturer*

MBA – Women in Leadership

Fall 2021, Fall 2023

Master's in Data Science – Negotiations Workshop

Spring 2020

Master's in Management Studies – Foundations of MGMT & Organizations

Fall 2018

Workshop Facilitator

Leadership, Education, & Development Program – Leadership

Summer 2019

Duke Summer Doctoral Academy – Negotiations

Fall 2018

BUSINESS CASES

Akinola, M. A., Galinsky, A. D., & Ponce de Leon, R. (2023). TechPulse Labs Case. Columbia Business School

FELLOWSHIPS, AWARDS, AND HONORS

Organization Science Outstanding Reviewer Award	2025
International Society for the Science of Existential Psychology Grant (\$2,400)	2025
Responsible Research in Business and Management Award	2024
DEI Office Faculty Grant (\$10,000)	2024
Bernstein Center Faculty Research Grant (\$10,000)	2023
Provost's Grant for Junior Faculty who Contribute to Columbia's Diversity Goals (\$21,065)	2022
Fuqua School of Business Best Dissertation Award	2022
University of Wisconsin, Milwaukee Advancing Research and Creativity Award (\$11,726)	2022
Dean's Graduate Fellowship, Fuqua School of Business, Duke University	2016 – 2022
James B. Duke Fellowship, Fuqua School of Business, Duke University	2016 – 2022
University Scholars Fellowship, Duke University	2016 – 2022
Society of Duke Fellows, Duke University	2016 – 2022
Winner, INFORMS/Organization Science Dissertation Proposal Competition	2021
NTR-INGROUP Grant for Research Contributing to the Understanding of Groups (\$10,000)	2020
Saroj Parasuraman Award Finalist (best peer-reviewed journal article by GDO division)	2019
Ph.D. Project Promising Young Scholar Research Excellence Award	2019
Phi Beta Kappa Society, Duke University	2015

SERVICE TO THE FIELD

INFORMS/Organization Science Dissertation Proposal Competition*Committee Member*

2025 – present

Chair

2024 – 2025

Editorial Board Member*Journal of Experimental Social Psychology*

2025 – present

Organizational Behavior and Human Decision Processes

2025 – present

Organization Science

2023 – present

Ad Hoc Reviewer

Responsible Research in Business and Management Dare to Care Scholarship 2024 – present
 Academy of Management Annual Meeting 2019 – present
 Society for Personality and Social Psychology Annual Meeting 2018 – present
 Academy of Management Conflict Management Best Paper Award 2025
Academy of Management Journal
Administrative Science Quarterly
American Psychologist
Current Directions in Psychological Science
Equality, Diversity and Inclusion: An International Journal
European Journal of Social Psychology
Journal of Applied Psychology
Journal of Experimental Psychology: General
Journal of Personality and Social Psychology
Personality and Social Psychology Bulletin

Columbia Business School

PhD Student Recruiting Committee 2025 – present
 Behavioral Research Lab Committee 2025 – present
 Seminar Series Organizer 2024 – present
 Management Faculty Search Committee 2023, 2025
 CBS Management Research Conference, *Organizing Committee* 2023

Duke University

Fuqua Society to Advance Gender Equality, *Co-founder and Co-leader* 2018 – 2022
 New Student Mentor 2018 – 2022
 Management & Organization Seminar Series, *Organizing Committee* 2018 – 2019
 Business Administration Graduate Student Liaison 2017 – 2019

MENTORING AND ADVISING

Blaine Horton (Columbia), Dissertation Committee Member 2026
 Michael White (Columbia), Dissertation Committee Member 2026
 Natalie Masetti (Columbia), QMSS Master's Thesis Adviser 2026
 Adrienne Kafka (Duke), Preliminary Committee Member 2026
 Casey McMahon (Columbia), Second-Year Paper Reader 2025
 Aastha Mittal (Columbia), Second-Year Paper Reader 2024

PROFESSIONAL AFFILIATIONS

Academy of Management
 International Association for Conflict Management
 INGRoup
 The Tenure Project
 Society for Personality and Social Psychology

OUTSIDE ACTIVITIES

I declare no activities that might present a real or apparent conflict of interest.