

ZACHARIAH BERRY

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ACADEMIC POSITIONS

University of Southern California, Marshall School of Business (Los Angeles, CA)

Assistant Professor of Management & Organization, 2024–present

EDUCATION

Cornell University (Ithaca, NY), 2024

Ph.D. in Organizational Behavior

Committee: Brian Lucas (Chair & Advisor), Neil Lewis Jr. (Advisor), Vanessa Bohns, & Jon Jachimowicz

Cornell University (Ithaca, NY), 2020

M.S. in Organizational Behavior

University of Chicago (Chicago, IL), 2017

M.A. in Psychology

Bethel University (St. Paul, MN), 2015

B.A. in Psychology, B.A. in Philosophy

RESEARCH INTERESTS

Ethics & Morality, Loyalty, Moral Character, and Diversity

PEER-REVIEWED PUBLICATIONS

Lucas, B.J., O'Connor, K., **Berry, Z.**, & Effron, D. (in press). Intergenerational Hypocrisy: When an Organization's Distant Past Limits its Legitimacy to Practice or Preach in the Present. *Personality and Social Psychology Bulletin*.

Miske, O., Abatayo, A.L.,...**Berry, Z.**, (1 of 128 authors),... Nosek, B.A., & Errington, T.M. (2026). Investigating the reproducibility of the social and behavioural sciences. *Nature*.

Tyner, A.H., Abatayo, A.L.,...**Berry, Z.** (1 of 292 authors),...Nosek, B.A., & Errington, T.M. (2026). Investigating the replicability of the social and behavioural sciences. *Nature*.

Berry, Z., Lucas, B.J., & Jachimowicz, J.M. (2025). People Overestimate How Harshly They Are Evaluated for Disengaging from Passion Pursuit. *Journal of Personality and Social Psychology*.

<https://doi.org/10.1037/pspa0000455>

- Berry, Z.** & Hildreth, J.A.D. (2024). When Your Friend is My Friend: How Loyalty Prompts Support for Indirect Ties in Moral Dilemmas. *Organization Science*. <https://doi.org/10.1287/orsc.2023.18003>
- Berry, Z.** & Lucas, B.J. (2024). How Much is Enough? The Relationship Between Prosocial Effort and Moral Character Judgments. *Personality and Social Psychology Bulletin*.
<https://doi.org/10.1177/01461672221135954>
*Outstanding Research Award from Society for Personality and Social Psychology in 2020
- Proudfoot, D., **Berry, Z.**, Chang, E., & Kay, M. (2024). The diversity heuristic: How team demographic composition influences judgments of team creativity. *Management Science*.
<https://doi.org/10.1287/mnsc.2023.4862>
- Berry, Z.**, Silver, I., & Shaw, A. (2023). Moral Paragons, but Crummy Friends: The Case of Snitching. *Journal of Experimental Psychology: Applied*. <https://doi.org/10.1037/xap0000501>
- Huber, C., Druber, A., Huber, J.,...**Berry, Z.**,...& Holzmeister, F. (2023). Competition and moral behavior: A meta-analysis of 45 crowd-sourced experimental designs. *Proceedings of the National Academy of Sciences*. <https://doi.org/10.1073/pnas.2215572120>
- Berry, Z.**, Lewis Jr., N.A., & Sowden, W.J. (2021). The Double-Edged Sword of Loyalty. *Current Directions in Psychological Science*. <https://doi.org/10.1177/09637214211010759>
- Lucas, B.J., **Berry, Z.**, Giurge, L.M., & Chugh, D. (2021). A longer shortlist increases the consideration of female candidates in male-dominant domains. *Nature Human Behaviour*. <https://doi.org/10.1038/s41562-020-01033-0>

MANUSCRIPTS UNDER REVIEW AND IN REVISION

- Berry, Z.**, Preston, M.C., & Kundro, T.G. (Revise & Resubmit). [topic: morality and diversity]
- Anicich, E.M., **Berry, Z.**, Frey, E.L., & Tost, L.P. (under review). [topic: moral character and performance]
- Kundro, T.G., Affinito, S.A., **Berry, Z.**, & Stalford, J. (under review). [topic: moral retribution]
- Kundro, T.G., Stalford, J., & **Berry, Z.** (under review). [topic: morality and helping]
- Berry, Z.** & Ferragamo, A. (in revision). [topic: giving]
- Rosenblum, M.R., **Berry, Z.**, & Schroeder, J. (in revision). [topic: cancel culture]
- Gildehaus, J., **Berry, Z.**, Krautter, K., & Jachimowicz, J.M. (in revision). [topic: passion]
- Tang, S., Schlund, R.J., & **Berry, Z.** (in revision). [topic: underdog organizations]

PRACTITIONER-ORIENTED ARTICLES

Berry, Z., Lucas, B.J., & Jachimowicz, J.M. (July 7, 2025). [When It's Time to Leave a Career You're Passionate About.](#) *Harvard Business Review*.

Berry, Z. & Jachimowicz, J.M. (November 18, 2021). [When Following Your Passion Turns Toxic.](#) *Harvard Business Review*.

Berry, Z., Lewis Jr., N.A., & Sowden, W.J. (September 21, 2021). [Are You Too Loyal to Your Organization?](#) *Harvard Business Review*.

Berry, Z. (May 6, 2021). [The Tricky Role of Loyalty at Work.](#) *Ethical Systems*.

Lucas, B.J., Giurge, L.M., **Berry, Z.,** & Chugh, D. (February 16, 2021). [To Reduce Gender Bias in Hiring, Make Your Shortlist Longer.](#) *Harvard Business Review*.

OTHER ARTICLES

Berry, Z. (October 8, 2024). [How Wrongdoers Gain Loyalty from Strangers.](#) *Faculty Perspectives at USC Marshall*.

Preston, M., **Berry, Z.,** & Chicas, H. (August 14, 2024). [Friends or foes? An academic job search risked damaging our friendship.](#) *Nature*.

HONORS, AWARDS, AND SCHOLARSHIPS

Management as a Calling Course Development Scholarship, University of Notre Dame - 2026

Travel Award, AOM MOC Division - 2025

Promising Young Scholar Research Excellence Award, The PhD Project - 2023

Dissertation Research Award, Cornell University ILR School - 2022

VITAL Scholar, University at Buffalo, (1 of 2 scholars selected) - 2022

Robert S. Hatfield Award for the Study of Ethics in Business and Organizations, Cornell University - 2021

Conference Fee Waiver for outstanding service, Academy of Management MOC Division - 2021,2022

Graduate Registration Award, Society for Personality and Social Psychology - 2021

Outstanding Research Award, Society for Personality and Social Psychology - 2020

Selected for Single Paper Session, Society for Personality and Social Psychology (top 3% of submissions selected) - 2020

M.S. Thesis Award, Cornell University ILR School - 2019

Travel Award, Cornell University ILR School - 2018–2023

Travel Award, University of Chicago Graduate Council - 2017

HSF Scholar, Hispanic Scholarship Foundation - 2016

University of Chicago Social Sciences Merit Scholarship (50% tuition) - 2016

INVITED TALKS

Pennsylvania State University, Consortium on Moral Decision Making (2026)
University of Toronto Scarborough & Rotman School of Management (2023)
New York University, Stern School of Business (2023)
University of Southern California, Marshall School of Business (2023)
Cornell University, Johnson School of Business, Research Camp (2023)
University at Buffalo, School of Management (2022)

ORGANIZED SYMPOSIA

Figueroa, A. & **Berry, Z.** (Co-Organizer & Co-Chair; Showcase Symposium sponsored by OB, DEI, & CM 2025). Moral Diversity in the Workplace. *Academy of Management annual conference*, Copenhagen, Denmark.

Speakers: Zachariah Berry, Alex Figueroa, Zoe Schwingel-Sauer, Paul McKee

Berry, Z. & Lucas, B.J. (Co-Organizer & Co-Chair; CM, MOC, OB Divisions; 2023). Centering the Relational Context of Moral Transgressions in Morality Research. *Academy of Management annual conference*, Boston, MA.

Speakers: Zachariah Berry, Daniel Yudkin, Logan Balfantz, Jillian Jordan, Sam Skowronek

Berry, Z. & Jachimowicz, J.M. (Co-Organizer & Co-Chair; 2021). Pursuing passion: Why does it propel and hold people back? *Society for Personality and Social Psychology*, Austin, TX. [Virtual Symposium].

Speakers: Zachariah Berry, Jon Jachimowicz, Monica Gamez-Djokic, Patricia Chen

Berry, Z. (Organizer & Chair; CM, MOC, OB Divisions; 2020). Recasting Loyalty Dilemmas: Theoretical and Empirical Insights from Social Contexts. *Academy of Management annual conference*, Vancouver, BC. [Virtual Symposium].

Speakers: Zachariah Berry, Sam Skowronek, Angus Hildreth

CONERENCE PRESENTATIONS

Berry, Z., Xiang, R., & Kundro, T.G. (2026). Organizational Change and Punishment. *Paper presentation at the Academy of Management annual conference*, Philadelphia, PA.

Berry, Z., Preston, M.C., & Kundro, T.G. (2026). Diverse Teams are Viewed as More Moral and Less Corruptible. *Paper presentation at the Society for Personality and Social Psychology*, Chicago, IL.

***Top 12% of submissions selected**

Berry, Z., Preston, M.C., & Kundro, T.G. (2025). Diverse Teams are Viewed as More Moral and Less Corruptible. *Paper presentation at the Society for Personality and Social Psychology Early Career Mini-Conference*, Virtual.

- Berry, Z., Preston, M.C., & Kundo, T.G. (2025).** Diverse Teams are Viewed as More Moral and Less Corruptible. *Paper presentation at the Academy of Management annual conference*, Copenhagen, Denmark.
- Berry, Z., Preston, M.C., & Kundo, T.G. (2025).** Diverse Teams are Viewed as More Moral and Less Corruptible. *Paper presentation at the International Association for Conflict Management*, Burlington, VT.
- Berry, Z. (2023).** The Unexpected Burden of Loyalty. *Paper presentation at the Academy of Management annual conference*, Boston, MA.
- Berry, Z., & Lucas, B.J. (2023).** Witnesses of Wrongdoing Overestimate Transgressors' Silence Expectations at Work. *Paper presentation at the Academy of Management annual conference*, Boston, MA.
- Berry, Z. (2023).** The Unexpected Burden of Loyalty. *Paper presentation at the International Association for Conflict Management*, Thessaloniki, Greece.
- Berry, Z., & Lucas, B.J. (2023).** The Unexpected Burden of Loyalty. *Data Blitz at the Intragroup Processes Pre-Conference at the annual meeting of the Society for Personality and Social Psychology*, Atlanta, GA.
- Berry, Z., Lucas, B.J., & Jachimowicz, J.M. (2022).** What Will They Think? People that give-up on a passion overestimate the negativity of observers' judgments. *Paper presentation at the Academy of Management annual conference*, Seattle, WA.
- Berry, Z., Lucas, B.J., & Jachimowicz, J.M. (2022).** What Will They Think? People that give-up on a passion overestimate the negativity of observers' judgments. *Paper presentation at International Association for Conflict Management*, Ottawa, ON.
- Berry, Z., & Hildreth, J.A.D (2022)** Loyalty for Whom: Evaluating Transitive Effects of Loyal Obligations in Morally Sticky Situations. *Data blitz presentation at the East Coast Doctoral Conference at Columbia University*, New York, NY. [Virtual Talk].
- Berry, Z., & Hildreth, J.A.D (2022)** Loyalty for Whom: Evaluating Transitive Effects of Loyal Obligations in Morally Sticky Situations. *Data Blitz at the Social Cognition Pre-Conference at the annual meeting of the Society for Personality and Social Psychology*, San Francisco, CA. [Virtual Talk].
- Berry, Z., & Hildreth, J.A.D (2022)** Loyalty for Whom: Evaluating Transitive Effects of Loyal Obligations in Morally Sticky Situations. *Data Blitz at the Intragroup Processes Pre-Conference at the annual meeting of the Society for Personality and Social Psychology*, San Francisco, CA. [Virtual Talk].

- Berry, Z., Lucas, B.J., & Jachimowicz, J.M. (2021).** What Will They Think? People that give-up on a passion overestimate the negativity of observers' judgments. *Data blitz presentation at the East Coast Doctoral Conference at Columbia University, New York, NY.* [Virtual Talk].
- Berry, Z. & Lucas, B.J. (2021).** What Will They Think? People that give-up on a passion overestimate the negativity of observers' judgments. *Paper presentation at the annual meeting of the Society for Personality and Social Psychology, Austin, TX.* [Virtual Talk].
- Berry, Z. (2020).** Loyalty for Whom: Evaluating Transitive Effects of Loyal Obligations in Morally Sticky Situations. *Paper presentation at the Academy of Management annual conference, Vancouver, BC.* [Virtual Talk].
- Berry, Z., Silver, I., & Shaw, A. (2020).** The upstanding snitch: Lay intuitions when loyalty and morality conflict. *Paper presentation at the Academy of Management annual conference, Vancouver, BC.* [Virtual Talk].
- Berry, Z., Silver, I., & Shaw, A. (2020).** The upstanding snitch: Lay intuitions when loyalty and morality conflict. *Paper presentation at the East Coast Doctoral Conference at Columbia University, New York, NY.*
- Berry, Z., Silver, I., & Shaw, A. (2020).** The upstanding snitch: Lay intuitions when loyalty and morality conflict. *Flash Talk at the Justice & Morality Pre-Conference at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.*
- Berry, Z., & Lucas, B.J. (2020).** When less is enough: The relationship between prosocial effort and moral character judgments. *Paper presentation at the annual meeting of the Society for Personality and Social Psychology, New Orleans, LA.*
*Top 3% of submissions selected
- Berry, Z., & Lucas, B.J. (2019).** When less is enough: The relationship between prosocial effort and moral character judgments. *Poster presentation at Society for Judgment and Decision Making, Montreal, Canada.*
- Berry, Z., & Lucas, B.J. (2019).** When less is enough: The relationship between prosocial effort and moral character judgments. *Paper presentation at the East Coast Doctoral Conference at Columbia University, New York, NY.*
- Berry, Z., & Shaw, A. (2017).** Epistemic vigilance in a social context: Recognizing when allegiances distort the truth. *Poster presentation at the Association for Psychological Science, Boston, MA.*
- Berry, Z., & Shaw, A. (2017).** Epistemic vigilance in a social context: Recognizing when allegiances distort the truth. *Poster presentation at the University of Chicago MAPSS Academic Conference, Chicago, IL.*

PREVIOUS RESEARCH EXPERIENCE

Research Assistant, 2016–2017

- *Epley Lab*, University of Chicago Booth School of Business, PI: Nicholas Epley
- *Center for Decision Research*, University of Chicago Booth School of Business
- *DIBS Lab*, University of Chicago, PI: Alex Shaw

TEACHING EXPERIENCE

University of Southern California, Marshall School of Business

- **Organizational Behavior and Leadership (BUAD304)**, Spring 2025, Spring 2026
 - Undergraduate core course
- **Experimental Design and Analysis for Behavioral Science (GSBA625)**, Fall 2025
 - PhD seminar; taught the design portion of the course (first 7 weeks of course)

Bethel University

- **Social Psychology**
 - Instructor rating: 4.5/5 (2021), 5.0/5 (2022), 4.3/5 (2023), 4.6/5 (2024)
 - Adjunct Professor of Psychology (undergraduate)

Teaching Assistant

Cornell University, ILR School

- **Psychology of Work (I and II)**, Fall 2022
 - Instructor rating: 4.76/5, 4.71/5
 - Lecturer for 2 sections of case-based teaching (undergraduate)
- **Introduction to Organizational Behavior**, Spring 2021
 - Instructor rating: 4.81/5
 - Lecturer for 3 sections of case-based teaching (undergraduate)

Cornell University, SC Johnson School of Business

- **Managing and Leading Organizations (EMBA)**, Summer 2021
- **Digital Marketing Platforms (MBA)**, Fall 2018
- **Global Marketing (MBA)**, Fall 2019

SERVICE, MENTORSHIP, AND LEADERSHIP

Panelist, AOM SIM Division Doctoral Student Consortium, AOM 2026

Committee Member, USC Marshall MOR Department Research Committee, 2025–present

Co-Organizer, Business and Morality (BAM) Reading Group, USC Marshall, 2025–present

Facilitator, Trust Between Individuals and Organizations PDW, AOM 2025

Roundtable Host, AOM OB Division Off-Cycle PDW on preparing for the job market, 2024, 2025

Faculty Marshal, University of Southern California Commencement, 2025

Volunteered to lead “alternative” sessions during OB lab to ensure students had a lab every week even if no one wanted to present

Volunteered to help with reviewing PhD student applications 2025

Co-Organizer, USC Marshall MOR Department Seminar Speaker committee, 2024–present

Committee Member, USC PhD Program Committee Strategic Review, 2024–2025

Job Market PDW Organizer and Presenter, organized and presented a job market PDW for USC and Cornell students, 2024

Roundtable Host, Halfway There PDW at AOM, 2024

Mentor, AOM Annual Conference New Member Program, 2024

Invited Presenter, How to Become a Standout PhD Student, PhD Project MDSA Conference, 2024

Director, SPSP Student Committee’s Peer Advising Program, 2020–2021

Member-at-Large, Society for Personality and Social Psychology Student Committee, 2020–2021

Mentor, Mi Comunidad Mentorship Program, LatinX Graduate Student Coalition of Cornell, 2019–2020

Mentor, GSMU Mentor Program, Cornell University Office of Academic Diversity Initiatives, 2019–2020

Committee Member, Service Committee, The PhD Project, 2019–2021

Committee Member, Membership Committee, The PhD Project, 2019–2020

PROFESSIONAL ACTIVITIES

Editorial Fellow

Journal of Personality and Social Psychology: Attitudes and Social Cognition, 2026

Ad Hoc Reviewer

Academy of Management Journal (AMJ), *Journal of Business Ethics (JBE)*, *Journal of Experimental Psychology: General (JEP:G)*, *Journal of Experimental Social Psychology (JESP)*, *Journal of Personality and Social Psychology (JPSP)*, *Organization Science*, *Organizational Behavior and Human Decision Processes (OBHDP)*x2, *Personality and Social Psychology Bulletin (PSPB)*, *Proceedings of the National Academy of Sciences (PNAS)*, *Scientific Reports*

INVITED INTERVIEWS

Facts & Feelings – Deutschlandfunk Nova (German NPR). (March 3, 2026).

BBC World Service – Unexpected Elements. (April 6, 2025). [Oh, Rats!](#)

Just Your Average Employee. (March, 6, 2025). [Loyal to a Fault: Overlooking unethical behaviour and the consequences of snitching.](#)

Abstract: The Future of Science (August 15, 2021). Loyalty, Passion & Identity.

MEDIA MENTIONS (SELECTED)

USC Marshall School of Business (August 8, 2025). Research: How the Perception of Judgement Affects Career Pivots. [\[link\]](#)

Harvard Business School Working Knowledge (July 7, 2025). Losing Passion for Your Job? Why Quitting Might Be the Right Move. [\[link\]](#)

Poets & Quants (July 31, 2024). The Tenure Project: Increasing The Number of Black, Hispanic, and Indigenous B-School Faculty. [\[link\]](#)

KelloggInsight (February 1, 2024). Are Whistleblowers Seen as Heroes or Snitches? It Depends. [\[link\]](#)

Financial Times (December 3, 2023). Why staff loyalty is not always a good thing.

Cornell Chronicle (June 7, 2023). Competition Clouds Morality, Multi-Pronged Study Finds.

Cornell Chronicle (February 11, 2021). Want to hire more women? Expand your short list.

ACADEMIC AFFILIATIONS

The PhD Project

Academy of Management (AOM)

International Association for Conflict Management (IACM)

Society for Personality and Social Psychology (SPSP)

PROFESSIONAL EXPERIENCE

Project Manager, Epic Systems (Madison, WI), 2017–2018

Analyst, SPS Commerce (Minneapolis, MN), 2015–2016

REFERENCES

Brian J. Lucas

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