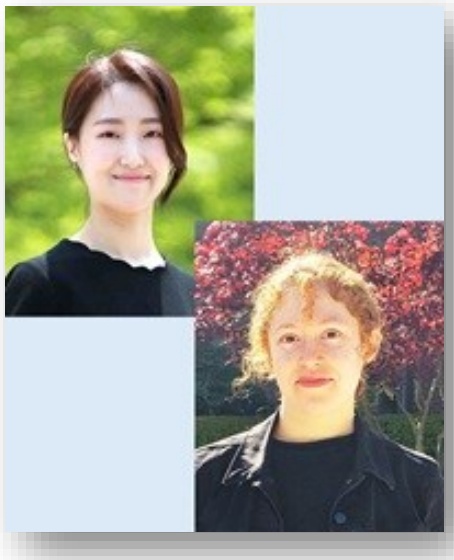
CoCo Seminar Series Fall 2025

Emotion Contagion Amongst a Team Through Emotion Management: An Agent-Based Approach



Yeunkyung Cho, PhD student, School of Management, Binghamton University, &
Sarah Escotto Rodriguez, MS student, School of Systems Science and Industrial Engineering, Binghamton University

Wednesday November 5, 2025 12:15-1:15pm EST

Hybrid (EB-T1 & Zoom; meeting link available on http://coco.binghamton.edu/)

Considering that an organization's strategic change often disrupts employees' identities and triggers emotional shock, emotional management is suggested as one strategic tool for firms in competitive market environments. However, its success is limited due to other complexities, such as group members' emotional contagion and managers' emotional sensitivity. The current study reveals that emotion management efforts by managers are bounded by the team's network topology and influenced by managers' emotional sensitivity. Given the limited understanding of how emotional management efforts proceed with the intertwined dynamics, the current agent-based simulation contributes to emotion management literature by employing multilevel perspectives and identifying factors that interact with managers' intervention strategies.

Yeunkyung Cho is a Ph.D. student in Leadership and Organizational Science for the School of Management at Binghamton University. Her research topics and interests are related to Leader-follower Relationships, Middle managers, Emotion, and Sensemaking through leveraging advanced statistical methodologies such as multilevel modeling, polynomial regression analysis, and computational modeling. She serves as a research assistant for Bernard M. & Ruth R. Bass Center for Leadership Studies.

Sarah Escotto Rodriguez is an MS student in Systems Science for the School of Systems Science and Industrial Engineering. She is currently working on research modeling stock exchanges through the simulation of high-frequency trading and the use of reinforcement learning to select governing rules that promote a fairer trading environment. She serves as a research project assistant in the Watson Institute for Systems Excellence.

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