

## Heewon Chae

Department of Management and Entrepreneurship  
W. P. Carey School of Business  
Arizona State University  
P.O. Box 874006, Tempe, AZ, 85287  
[Heewon.Chae@asu.edu](mailto:Heewon.Chae@asu.edu)  
+1. 480. 965. 7774

### EMPLOYMENT

---

2016 – Present	<b>Arizona State University, W. P. Carey School of Business</b> Assistant Professor of Management and Entrepreneurship Honors Faculty, Barrett, The Honors College	Tempe, AZ
----------------	--	-----------

### EDUCATION

---

2010 – 2016	<b>University of Michigan, Stephen M. Ross School of Business</b> Ph.D. Business Administration Dissertation Co-Chairs: James Westphal, Edward (Ned) Smith	Ann Arbor, MI
2007 – 2009	<b>Seoul National University, College of Business Administration</b> M.S., Strategy/ International Business	Seoul, Korea
2002 – 2007	<b>Seoul National University, College of Business Administration</b> BBA., <i>Summa Cum Laude</i>	Seoul, Korea
2006	<b>ESSEC Business School</b> Exchange student	Cergy-Pontoise, France

### RESEARCH INTERESTS

---

- Strategic management, organizational theory, economic sociology, international business
- Market categories and categorization, influence of local communities on organizations, audience evaluation, social movements

### PAPERS

---

#### Published Papers

- Chae, H. 2022. Income or Education? Community-Level Antecedents of Firms' Category-Spanning Activities. *Strategic Management Journal*, 43(1): 93-129.
- Chae, H., J. Song, & D. Lange. 2021. Basking in Reflected Glory: Reverse Status Transfer from Foreign to Home Markets. *Strategic Management Journal*, 42(4): 802-832.
- Chang, W., S. Kim, & H. Chae. 2020. A regularized spatial market segmentation method with Dirichlet process-Gaussian mixture prior. *Spatial Statistics*, 35.
- Smith, E. B. & H. Chae (Authors contributed equally). 2017. The Effect of Organizational Atypicality on Reference Group Selection and Performance Evaluation. *Organization Science*, 28(6): 1134-1149.
- Smith, E.B. & H. Chae. 2016. "We do what we must, and call it by the best names": Can Deliberate

Names Offset the Consequences of Organizational Atypicality? *Strategic Management Journal*, 37: 1021-1033.

- Ahn, K., H. Chae, T. S. Cho, & J. Song. 2009. The Effects of Founder-CEO Attributes on Alliance Formation of Venture Start-ups. *Academy of Management Best Paper Proceedings*.

#### **Under Review**

- Chae, H., P. Audia, & G. Dagnino. The Founding of Social Movement Organizations [Revise and resubmit: *Organization Science*]
- Chae, H., D. Demetry, D. Nayak, & T. Schifeling. A New Organizational Form and Change in Valuation of Incumbent Category Spanners [Reject and resubmit: *Strategic Management Journal*]

#### **Working Papers**

- Lee, Woo., D. Zhu, & H Chae. How stock market reacts to the appointments of a republican vs. democratic CEO. *Under preparation for submission*
- Chae, H. & E. Smith. Raised by Chaos: Identifying the Long-Run Imprinting Effects of Market Turbulence in the Hedge Fund Industry. *Under preparation for submission*
- Jeon, C., H. Chae. & P. Audia. Social Attribution of Collaborative Outcomes: A Study of Status Dynamics in Jazz Music Industry 1950-2004. *Working paper*

#### **Work in Progress**

- Thou Shalt Not Steal: How Does Copyright Litigation Change Musical Borrowing Patterns? (with Sehwon Kang and Chunhu Jeon). *Under data analysis*
- The Effect of Category Spanning on Organizational Exit. *Under data analysis*

#### **Other Publications**

- Chae, H. & J. Song. 2009. The Impact of Top Management Team Demography on Technological Innovation in High-Technology Firms. *Korea Journal of Strategic Management*. 12(2): 84-104.
- Ahn, K., H. Chae, T. S. Cho & J. Song. 2009. The Effect of Founder-CEO Attributes on Alliance Formation of Venture Start-ups: A Social Network Perspective. *Korean Management Review*. 38(6): 1545-1572.
- Song, J. & H. Chae. 2010. Samsung, the Innovator in the Global Mobile Handset Market. In the *Business Case Series of Seoul National University Management Research Institute*, 13. Woodeumji. Seoul, Korea.

### **HONORS AND AWARDS**

---

#### **Research Awards and Fellowships**

- |      |  |
|------|--|
| 2020 | Scholarship, Globalizing Organization Theory conference by <i>Administrative Science Quarterly</i> and University of South Carolina  |
| 2018 | AmorePacific Best Paper Award, Academy of International Business, Minneapolis, MN  |
| 2014 | Flamholtz Award, Ross School of Business <ul style="list-style-type: none"> <li>• <i>College-level award for excellent academic progress</i></li> </ul>  |
| 2013 | Rackham Centennial Fellowship Award, University of Michigan <ul style="list-style-type: none"> <li>• <i>Awarded to 100 students with excellence in research in honor of the 100<sup>th</sup> anniversary of</i></li> </ul> |

- the Graduate School at University of Michigan*
- 2012 Early Candidacy Grant, Ross School of Business
  - 2010 – 2016 Graduate Fellowship, Ross School of Business
  - 2010 – 2015 Samsung Scholarship, Samsung Foundation of Culture (\$250,000)
    - *Awarded to 50 recipients selected through national competition in South Korea*
  - 2009 Best Paper Proceedings, Academy of Management BPS Division
    - *“The Effects of Founder-CEO Attributes on Alliance Formation of Venture Start-ups”*

**Other Awards and Recognition**

- 2012 Leabo Teaching Award for Outstanding Doctoral Student, Ross School of Business
  - *College-level award for teaching excellence*
- 2008 – 2009 Brain Korea 21 Scholarship, Korean Ministry of Education
- 2007 Summa Cum Laude (Highest honor), Seoul National University
- 2004 – 2007 Academic merit scholarship, Seoul National University

**INVITED TALKS & CONFERENCE PRESENTATIONS**

---

The Rise of Categorical Opportunities: Gourmet Food Trucks and Change in Value towards Category Spanning

- 2021 - Academy of Management Meeting (OMT Division)
- 2020 - Strategic Management Society Meeting

Do Investors Prefer Democratic or Republican CEOs? A Systematic Study of Shareholder Reactions to New CEOs’ Political Ideologies

- 2021 - Strategic Management Society Meeting

Social Attribution of Collaborative Outcomes: A Study of Status Dynamics in Jazz Music Industry

- 2020 - Academy of Management Meeting (OMT Division)
- 2019 - INFORMS Organization Science Winter Conference, Phoenix, AZ

The Founding of Social Movement Organizations: The Case of Antimafia Organizations

- 2021 - KAIST College of Business, Seoul, Korea
- 2020 - Globalizing Organization Theory Paper Development Workshop and Poster Session  
- Internal Brown Bag Series, WPC School of Business, Arizona State University
- 2019 - Academy of Management Meeting (OMT Division), Boston MA

Raised by Chaos: Identifying the Long-Run Imprinting Effects of Market Turbulence in the Hedge Fund Industry

- 2018 - INFORMS College of Organization Science, Tempe, AZ
- Strategic Management Society Meeting, Paris, France

Basking in Reflected Glory: Reverse Status Transfer from Foreign to Home Markets

- 2020 - SNU Business School, Seoul National University, Seoul, Korea  
- EGOS Colloquium, Hamburg, Germany
- 2018 - Academy of International Business, Minneapolis, MN
- 2014 - Academy of Management Meeting (IM Division), Philadelphia, PA  
- Strategy Seminar, Seoul National University, Business School, Seoul, Korea
- 2013 - Ross School of Business Strategy Brownbag, University of Michigan

Community-Level Antecedents of Firms' Category Spanning Strategies

- 2017 - SNU Business School, Seoul National University, Seoul, Korea
- Academy of Management Meeting (OMT Division), Atlanta, GA
- 2015 - BPS Dissertation Consortium, Academy of Management Meeting, Vancouver, Canada
- Consortium for Competitiveness and Cooperation (CCC), New York University
- Michigan State University
- Arizona State University
- IESE (Barcelona, Spain)
- HEC Paris (France)
- McGill University (Montreal, Canada)
- University of Southern California
- University of Hong Kong
- Singapore Management University
- ESSEC Business School (Singapore, France)
- California State University at Long Beach
- Northeastern University
- 2014 - Economic Sociology Workshop, University of Michigan
- Ross School of Business Strategy Brownbag Seminar, University of Michigan
- OMT Doctoral Consortium, Academy of Management Meeting, Philadelphia PA
- 2013 - OMT Dissertation Proposal Workshop, Academy of Management Meeting, Orlando FL

The Effect of Organizational Atypicality on Reference Group Selection and Performance Evaluation

- 2016 - Strategic Management Society Meeting (Special colloquium on categories and strategy), Berlin, Germany
- 2014 - American Sociological Association Meeting (Economic Sociology regular session), San Francisco CA
- 2014 - Academy of Management Meeting (OMT Division), Philadelphia PA, in the invited symposium, "Reconsidering the Categorical Imperative: Boundary Spanning as a Gateway to Organizational Success"
- 2013 - Organizational Ecology 16<sup>th</sup> Annual Meeting, Budapest, Hungary
- 2013 - Ross School of Business Strategy Brownbag Seminar, Ann Arbor MI

The Effects of Founder-CEO Attributes on Alliance Formation of Venture Start-ups

- 2009 - Academy of Management Annual Meeting (BPS Division), Chicago IL
- 2009 - Korean Strategic Management Society, Seoul, Korea

**INVITED CONSORTIA**

---

- 2018 OMT Junior Faculty Consortium, Academy of Management Meeting, Chicago IL
- 2015 BPS Dissertation Consortium, Academy of Management Meeting, Vancouver, Canada
- 2015 CCC Doctoral Conference, New York University, New York, NY
- 2014 OMT Doctoral Consortium, Academy of Management Meeting, Philadelphia PA
- 2014 Medici Summer School in Management Studies, Florence, Italy
- 2013 OMT Dissertation Proposal Workshop, Academy of Management Meeting, Orlando FL

**ACADEMIC SERVICE AND AFFILIATIONS**

---

**Service**

- 2019 – Member of the Editorial Review Board, *Organization Science*.

- 2018 – Ad Hoc Reviewer, *Administrative Science Quarterly*, *Academy of Management Review*, *Strategic Management Journal*, *Management Science*, *Strategic Organization*, *International Marketing Review*
- 2018 Reviewer, INFORMS/Organization Science Dissertation Proposal Competition
- 2018 Organizer, Women’s Research/Writing Group, Carey School of Business
- 2018 – Reviewer, Strategic Management Society Annual Meeting
- 2017 – 2019 Ad Hoc Reviewer, *Organization Science*
- 2021 Discussant, OT & Strategic Management scholarly session, Korean Academy of Management Meeting
- 2017 Guest Speaker, “Research Methods in Strategic Management” (Ph.D. level seminar), Seoul National University, Korea
- 2017 PDW organizer, “Food, Restaurant, and Organization Studies” in AOM 2017 in Atlanta, GA
- 2017 Research Presenter, “Women’s Circle”, Alumni Event, Phoenix, AZ
- 2016 – Honors Faculty, Barrett, the Honors College at ASU
- 2016 – Columnist, Samsung Foundation of Culture
- 2014 – 2016 Contributor & Interviewer, The ASQ Blog (ASQblog.com)
- 2013 BPS Program Session Chair, Academy of Management Annual Meetings Orlando, FL
- 2011 – BPS, OMT Division Reviewer, Academy of Management Annual Meeting
- 2012 – 2014 Honorary Reporter, Samsung Foundation of Culture
- 2011 – 2012 Ph.D. Student Forum, Facilities Chair, Ross School of Business
- 2012 Student Representative – organized department recruiting visits for prospective students
- 2011 Michigan Party Organizing Committee – Academy of Management Meeting, San Antonio, TX

### Membership

Academy of Management (STR, OMT)  
 Strategic Management Society  
 American Sociological Association (Economic Sociology, Cultural Sociology)  
 Academy of International Business

### TEACHING

---

#### Course Taught

- 2016 – Business Capstone (WPC 470, WPC 480), Carey School of Business, ASU
- *Face-to-Face, Hybrid, and Online-only format (synchronous, asynchronous)*
- 2012 Corporate Strategy 390, Ross School of Business, University of Michigan
- *Won Leabo Teaching Award*

#### Full-course Teaching Assistantships

- 2011 Corporate Strategy, GS Executive Program, Ross School of Business
- *Teaching assistant for Professor Aneel Karnani*
- 2009 Theories of Strategy (MBA), Seoul National University
- 2008 International Business (BBA), Seoul National University
- 2007 Strategy Formulation & Implementation (MBA), Seoul National University
- 2007 Corporate Strategy (BBA), Seoul National University

### WORKING EXPERIENCE

---

- 2005 – 2006 Merrill Lynch International Inc. Korea  
*Equity Research Department, Retailing and consumer discretionary*

---

2005	Samsung Electronics Co., Ltd. <i>LCD Business, Financial Management Department</i>	Korea
2005	Cazenove Ltd. <i>Equity Research Department, Retailing and consumer discretionary</i>	Hong Kong
2003 – 2004	Creative Ncool Co. <i>Co-founder, Jazz Concert Organizer (Dave Weckl band, John Scofield concert in Korea)</i>	Korea

---

## ADDITIONAL INFORMATION

---

### Languages

English, Korean, Chinese-Mandarin (Simple)

### Personal Interests

Piano (classical and jazz, president of college jazz club), Oboe (leader of woodwind section in college orchestra), Travel (36 countries in 4 continents), Cooking, Museum strolling

---

## REFERENCES

---

### Dr. James D. Westphal

Robert G. Rodkey Collegiate Professor of Business Administration  
Professor of Strategy  
Stephen M. Ross School of Business  
University of Michigan  
[westjd@umich.edu](mailto:westjd@umich.edu)

### Dr. Gautam Ahuja

Eleanora and George Landew Professor of Management  
S. C. Johnson Graduate School of Management  
Cornell University  
[ga337@cornell.edu](mailto:ga337@cornell.edu)

### Dr. Mark Mizruchi

Robert Cooley Angell Collegiate Professor of Sociology  
Barger Family Professor of Organizational Studies  
Professor of Business Administration  
University of Michigan  
[mizruchi@umich.edu](mailto:mizruchi@umich.edu)

### Dr. Edward (Ned) Smith

Associate Professor of Management & Organizations  
Associate Professor of Sociology  
Kellogg School of Management  
Northwestern University  
[ned-smith@kellogg.northwestern.edu](mailto:ned-smith@kellogg.northwestern.edu)

### Dr. Gerald F. Davis

Wilbur K. Pierpont Collegiate Professor of Management  
Professor of Management and Organizations  
Stephen M. Ross School of Business  
University of Michigan  
[gfdavis@umich.edu](mailto:gfdavis@umich.edu)