

## HEEWON CHAE

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### ACADEMIC EMPLOYMENT

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Arizona State University, W. P. Carey School of Business	
Associate Professor of Management and Entrepreneurship	January 2026 – Present
Assistant Professor of Management and Entrepreneurship	August 2016 – January 2026

### EDUCATION

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University of Michigan, Stephen M. Ross School of Business	
Ph.D., Business Administration (Area: Strategy)	2016
Dissertation Committee: Edward (Ned) Smith (Co-chair), James Westphal (Co-chair), Gautam Ahuja, Jerry Davis, and Mark Mizruchi	
Seoul National University, College of Business Administration, South Korea	
M.S., Strategy/International Business	2009
BBA., <i>Summa Cum Laude</i> .	2007

### RESEARCH INTERESTS

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- Strategic management, organizational theory, economic sociology
- Social evaluations, organizational atypicality, market categories, corporate governance, social movements, and artificial intelligence

### PUBLICATIONS († indicates student at initiation; \* indicates equal authorship)

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#### *Referred Journal Publications*

- Chae, H.**, Demetry, D., †Nayak, D., & Schifeling, T.\* 2025 (In-press). From Confusion to Fusion: A New Organizational Form and the Evaluation of Category Spanning in an Established Form. *Academy of Management Journal*. ([Link](#))
- Chae, H.**, Dagnino, G. B., & Audia, P. G. 2024 (In-press). Disadvantaged Communities, Sudden Threats, and the Founding of Social Movement Organizations: The Case of Antimafia Organizations. *Journal of Management*. ([Link](#)).
- Chae, H.** 2022. Income or Education? Community-Level Antecedents of Firms' Category-Spanning Activities. *Strategic Management Journal*, 43(1): 93-129. ([Link](#))
- Chae, H.**, Song, J., & Lange, D. 2021. Basking in Reflected Glory: Reverse Status Transfer from Foreign to Home Markets. *Strategic Management Journal*, 42(4): 802-832. ([Link](#))
- Chang, W., Kim, S., & **Chae, H.** 2020. A regularized spatial market segmentation method with Dirichlet process-Gaussian mixture prior. *Spatial Statistics*, 35: 100402. ([Link](#))
- Smith, E. B. & **Chae, H.**\* 2017. The Effect of Organizational Atypicality on Reference Group Selection and Performance Evaluation. *Organization Science*, 28(6): 1134-1149. ([Link](#))
- Smith, E. B. & **Chae, H.** 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. ([Link](#))

**Chae, H.** & Song, J. 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., **Chae, H.**, Cho, T. S., & Song, J. 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.

### **Conference Proceedings & Book Chapters**

†Wu, F., †Lakhanpal, S., †Li, Q., Lee, K., Kim, D., **Chae, H.**, & Kwon, K. H. 2024. Not All Asians are the Same: A Disaggregated Approach to Identifying Anti-Asian Racism in Social Media. *Proceedings of the ACM Web Conference*: 2615-2626. Top-tier computer science conference.

†Lee, S. V., Lehmann, J., **Chae, H.**, Shin, D., Auh, S., & Han, S. 2024. Threats or Opportunities? Enhancing Business Performance in the Era of Generative AI. *Academy of Management Best Paper Proceedings*. (Nominated for the Carolyn B. Dexter Award and awarded Best Division Paper for CTO Division)

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

Song, J. & **Chae, H.** 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.

### **MANUSCRIPTS UNDER REVIEW** († indicates student at initiation)

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†Jeon, C., **Chae, H.**, & Audia, P. Collaborations with High-Status Partners and Market Opportunities (under 1<sup>st</sup> round review: *Strategic Management Journal*)

Rousseau, H., **Chae, H.**, & Audia, P. G. CEO Power and Performance: Aggressive Changes in Response to Low Performance (under 1<sup>st</sup> round review: *Journal of Management*)

†Lee, S. V., Lehmann, J., **Chae, H.**, Shin, D., Auh, S., & Han, S. Generative AI, Organizational Performance, and Financial Performance. (under 1<sup>st</sup> round review: *Organization Science*)

†Lee, W., **Chae, H.**, & Hillman, A. How stock market reacts to the political ideology of a newly appointed CEO. (reject & resubmit: *Strategy Science*)

### **WORKING PAPERS**

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Han, S., **Chae, H.** Status, Linguistic Alignment, and Organizational Scope under Categorical Misfit

**Chae, H.**, Sharkey, A., & Smith, E. B. Long-lasting Consequences of Imprinting among Hedge Funds

**Chae, H.**, †Lee, W., & Lee, P. Gender, Firm Performance, and CEO Pay.

Song, E. Y., & **Chae, H.** The Role of Gender in Social Movement Engagement and Field Development

### **WORK IN PROGRESS** († indicates student at time of initiation)

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**Chae, H.** & Audia, P. Performance Feedback and Imprinting Effects of Market Turbulence in the Hedge Fund Industry. *Under data analysis*

**Chae, H.**, †Kang, S., & †Jeon, C. Thou Shalt Not Steal: How Does Copyright Litigation Change Musical Borrowing Patterns? *Under data analysis*

**Chae, H.** The Effect of Category Spanning on Organizational Exit. *Under data analysis*

## **HONORS AND AWARDS**

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### **Research Awards and Fellowships**

- 2024 Nominated for the 2024 Carolyn B. Dexter Award (the most prestigious awards by AOM, with only one paper nominated per division), Academy of Management
- 2024 Best Division Paper for Communication, Digital Technology, and Organization (CTO) Division, Academy of Management
- 2024 Best Paper Proceedings, Academy of Management CTO Division
- 2024 Selected as one of the teams for the inaugural ASU AI Innovation Challenge (in collaboration with OpenAI)
- 2023 The New Governance Lab Summer Research Grant, The W. P. Carey School of Business, Arizona State University
- 2020 Scholarship, Globalizing Organization Theory conference by *Administrative Science Quarterly* and University of South Carolina
- 2018 AmorePacific Best Paper Award, Academy of International Business, Minneapolis, MN
- 2014 Flamholtz Award, Ross School of Business
- *College-level award for excellent academic progress*
- 2013 Rackham Centennial Fellowship Award, University of Michigan
- *Awarded to 100 students with excellence in research in honor of the 100<sup>th</sup> anniversary of 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

### **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, AND PRESENTATIONS**

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- CEO Power and Performance: Aggressive Changes in Response to Low Performance  
2025 - Strategic Management Society Meeting, San Francisco, CA

- Academy of Management Meeting, Copenhagen, Denmark
- Gender, Firm Performance, and CEO Compensation: Unpacking the Pay Disparity
  - 2025 - Academy of Management Meeting, Copenhagen, Denmark
  - 2024 - Strategic Management Society Meeting, Istanbul, Turkey
- Threats or Opportunities? Enhancing Business Performance in the Era of Generative AI.
  - 2024 - Academy of Management Meeting (CTO Division), Chicago, IL
- A Halo or An Eclipse? Collaborations with High-Status Partners and Market Opportunities
  - 2025 - Nagymaros Conference, Cambridge, UK
    - Pennsylvania State University
  - 2023 - Strategic Management Society Meeting, Toronto, Canada
    - Academy of Management Meeting (OMT Division), Boston, MA
- From Confusion to Fusion: A New Organizational Form and Change in Evaluations of Category spanners
  - 2024 - Nagymaros Conference, Madrid, Spain
  - 2022 - Korea University Business School, Seoul, Korea
  - 2021 - Academy of Management Meeting (OMT Division)
  - 2020 - Strategic Management Society Meeting
- Conservative or Liberal CEOs? A Systematic Study of Shareholder Reactions to New CEOs' Political Ideologies
  - 2021 - Strategic Management Society Meeting, Toronto, Canada
- Social Attribution of Collaborative Outcomes: A Study of Status Dynamics in Jazz Music Industry
  - 2025 - The Social Evaluations Lab, Management & Entrepreneurship Department, W. P. Carey School of Business
  - 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
  - 2024 - Economic Sociology Conference, Rice University, Houston, TX
  - 2024 - Symposium, Academy of Management Meeting (OMT Division), Chicago, IL
  - 2021 - KAIST College of Business, Seoul, Korea
  - 2020 - Globalizing Organization Theory Paper Development Workshop and Poster Session
    - Internal Brown Bag Series, W. P. Carey School of Business, Arizona State University
  - 2019 - Academy of Management Meeting (OMT Division), Boston, MA
- 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**

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- 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 INSTITUTIONAL COMMITMENT**

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### ***Field level***

#### **Editorial Board**

- 2019 – *Organization Science*.
- 2024 – *Journal of Management*.

#### **Ad Hoc Reviewer (2017 – )**

*Administrative Science Quarterly,*  
*Academy of Management Review,*  
*Strategic Management Journal,*

*Organization Science,*  
*Management Science,*  
*Journal of Management,*  
*Strategic Organization,*  
*Journal of Management Studies,*  
*Sociological Forums,*  
*International Marketing Review*  
*INFORMS/Organization Science Dissertation Proposal Competition*

- 2025 Symposium co-organizer, “Gender as a Social Status and Its Intersection with Other Status-Laden Categories” in AOM 2025 in Copenhagen, Denmark
- 2024 Symposium co-organizer, “Organized Crime: Perspectives on Societal Challenges, Threats, and Crises” in AOM 2024 in Chicago, IL
- 2021 Discussant, Organization Theory & Strategic Management scholarly session, Korean Academy of Management Meeting
- 2018 – Reviewer, Strategic Management Society Annual Meeting
- 2017 Guest Speaker, “Research Methods in Strategic Management” (Ph.D. level seminar), SNU Business School, 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 – 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 (STR), OMT Division Reviewer, Academy of Management Annual Meeting
- 2012 – 2014 Honorary Reporter, Samsung Foundation of Culture

***Department level***

- 2025 – 2026 Review committee for annual review process
- 2024 – Dissertation committee member for Wookyoung Lee
- 2024 – Organizer, Social Evaluations Lab
- 2020 – 2024 Co-coordinator for Brown Bag seminars
- 2020 – 2023 Micro Meets Macro (MMM) conference committee member
- 2021 Open search faculty hiring committee member

***College level***

- 2021 Search committee member for the new Dean of W. P. Carey School of Business
- 2018 Organizer, Women’s Research/Writing Group
- 2017 Research Presenter, “Women’s Circle” Alumni Event
- 2016 – Honors Faculty, Barrett, the Honors College at ASU
  - Sponsored 23 undergraduate students’ honors contracts

***University level***

- 2025 Meeting with visiting students to major U.S. universities, sponsored by Korea Institute for Advancement of Technology (KIAT)
- 2023 Organized in a meeting with faculty members and doctoral students from Chungnam National University and Hanbat National University who visited ASU from Korea to learn about university innovation and restructuring
- 2019 Meeting with faculty members from Busan University of Foreign Studies who visited ASU from Korea to learn about university innovation and restructuring

***In PhD program***

- 2011 – 2012 Ph.D. Student Forum, Facilities Chair, Ross School of Business, University of Michigan
- 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) (2014-2015)
- Academy of International Business (2018-2019)

***Media appearances***

- Ned Smith, Northwestern management professor who studied how biases affect society, dies at 40. [The Chicago Tribune](#), October 31, 2021
- Could Cheesecake Factory Change Fox Restaurant Concepts for the Worse? [The Arizona Republic](#), August 2, 2019
- Why Sam Fox Selling to Cheesecake Factory Might be Great for the Phoenix Restaurant Scene. [The Arizona Republic](#), August 2, 2019
- How Ambiguity Can Serve Atypical Organizations, [W. P. Carey Magazine](#), September 24, 2018
- Companies, Choose Your Name Wisely. [Kellogg Insight](#), September 8, 2015

**TEACHING**

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**Course Taught**

- 2024 – Sources of Competitive Advantages (MGT 588), W. P. Carey School of Business, ASU
- New development
- 2016 – Business Capstone (WPC 470, WPC 480), W. P. Carey School of Business, ASU
- New development
  - *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*

**Guest Lectures inside and outside ASU**

- 2022 Business and Society (MGT 150), W. P. Carey School of Business, ASU
- 2017 Research Methods in Strategic Management (Ph.D. level seminar), SNU Business School, Seoul National University

**Ph.D. Student Mentoring**

- 2022 – Wookyung Lee
- Dissertation committee member
  - 2 other research projects
- 2023 – Victor S. J. Lee (Information Systems Department)
- Research project
- 2017 – 2022 Chunhu Jeon, appointed at Morgan State University
- Research project
- 2017 – 2019 Sehwon Kang, initially appointed at Tilburg University (Ph. D. from University of Minnesota)
- Research project

**Undergraduate Student Mentoring**

- 2016 – Sponsoring 23 Barrett Honors College students for Honors Enrichment Contracts

**Full-course Teaching Assistantships**

- 2011 Corporate Strategy, GS Executive Program, Ross School of Business
- 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**


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2005 – 2006	Merrill Lynch International Inc. <i>Equity Research Department Intern, Retailing and consumer discretionary</i>	Korea
2005	Samsung Electronics Co., Ltd. <i>LCD Business Intern, Financial Management Department</i>	Korea
2005	Cazenove Ltd. <i>Equity Research Intern, Retailing and consumer discretionary</i>	Hong Kong
2003 – 2004	Creative Ncool Co. <i>Co-founder, Jazz Concert Organizer (e.g., Dave Weckle Band)</i>	Korea

**ADDITIONAL INFORMATION****Languages**

English, Korean, Chinese-Mandarin (Simple)