

## HEEWON CHAE

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### ACADEMIC EMPLOYMENT

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Arizona State University, W. P. Carey School of Business  
Assistant Professor of Management and Entrepreneurship

August 2016 – Present  
*Maternity & Covid extensions, 2019-2023*

### EDUCATION

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

### RESEARCH INTERESTS

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

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

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*Note:* For all publications, research under review, and works in progress, the order of authorship reflects the relative magnitude of each author's contributions, unless otherwise specified. This includes conceptualization of research ideas, literature review, research design, data collection, statistical analyses, writing, and revisions during peer review. See also explanations of author order for each project below.

#### *Referred Journal Publications*

- [9] **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](#))
- [8] **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*. (First and third authors contributed equally. [Link](#)).
- [7] **Chae, H.** 2022. Income or Education? Community-Level Antecedents of Firms' Category-Spanning Activities. *Strategic Management Journal*, 43(1): 93-129. ([Link](#))
- [6] **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](#))
- [5] Chang, W., Kim, S., & **Chae, H.** 2020. A regularized spatial market segmentation method with Dirichlet process-Gaussian mixture prior. *Spatial Statistics*, 35: 100402. ([Link](#))

- [4] 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](#))
- [3] 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](#))
- [2] †**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.
- [1] †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 considered for tenure at ASU Fulton Schools of Engineering.](#)
- †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*.
- †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**

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- †Lee, S. V., Lehmann, J., **Chae, H.**, Shin, D., Auh, S., & Han, S. Generative AI, Organizational Performance, and Financial Performance. (1<sup>st</sup> round revise and resubmit: *Information Systems Research*. A top-tier journal in IS research)
- Chae, H.**, †Lee, W., & Lee, P. Gender, Firm Performance, and CEO Pay. (1<sup>st</sup> round review: *Strategic Management Journal*)
- †Lee, W., **Chae, H.**, & Hillman, A. How stock market reacts to the political ideology of a newly appointed CEO. (1<sup>st</sup> round review: *Administrative Science Quarterly*)

### **WORKING PAPERS**

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- †Jeon, C., **Chae, H.**, & Audia, P. A Halo or An Eclipse? Collaborations with Higher-Status Partners and Status Spillover
- Chae, H.**, Sharkey, A., & Smith, E. B. Long-lasting Consequences of Imprinting among Market Neutral Hedge Funds
- Rousseau, H., **Chae, H.**, & Audia, P. G. CEO Power and Performance: Aggressive Changes in Response to Low Performance

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

## WORK IN PROGRESS

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

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), 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 - Academy of Management Meeting, Copenhagen, Denmark (scheduled)
- Gender, Firm Performance, and CEO Compensation: Unpacking the Pay Disparity  
 2025 - Academy of Management Meeting, Copenhagen, Denmark (scheduled)  
 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 Higher-Status Partners and Status Spillover  
 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  
 2023 - The Social Evaluations Lab, Management & Entrepreneurship Department, W. P. Carey School of Business  
 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), 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, OMT Division Reviewer, Academy of Management Annual Meeting
- 2012 – 2014 Honorary Reporter, Samsung Foundation of Culture

***Department level***

- 2024 – 2025 Dissertation committee member for Wookyung 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
- 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 Tribute\*](#), 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
- 2016 – Business Capstone (WPC 470, WPC 480), W. P. 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*

**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, Morgan State University
- Research project
- 2017 – 2019 Sehwon Kang, Sogang University (Ph. D. from University of Minnesota)
- Research project

### Undergraduate Student Mentoring

- 2016 – Mentoring 23 Barrett Honors College students with 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.<br><i>Equity Research Department Intern, Retailing and consumer discretionary</i> | Korea     |
| 2005        | Samsung Electronics Co., Ltd.<br><i>LCD Business Intern, Financial Management Department</i>                       | Korea     |
| 2005        | Cazenove Ltd.<br><i>Equity Research Intern, Retailing and consumer discretionary</i>                               | Hong Kong |
| 2003 – 2004 | Creative Ncool Co.<br><i>Co-founder, Jazz Concert Organizer (e.g., Dave Weckl Band concerts)</i>                   | Korea     |

### ADDITIONAL INFORMATION

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#### Languages

English, Korean, Chinese-Mandarin (Simple)

#### Personal Interests

Playing with my kids, Tennis, 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