

Jamie Seoyeon Song

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ACADEMIC APPOINTMENT

ESMT Berlin

Assistant Professor of Strategy, Fall 2021 -

EDUCATION

INSEAD

Ph.D. in Management, Entrepreneurship Area, 2021

Committee: Martin Gargiulo (Chair), Henrich Greve, Phanish Puranam, Jason P. Davis
Strategy Research Foundation (SRF) Dissertation Scholar

Tuck School of Business, Dartmouth College

Visiting Ph.D. Student in the Strategy and Management Group, Fall 2020 – Spring 2021

The Wharton School, University of Pennsylvania

Visiting Ph.D. Student in the Management Department, Fall 2016

Dartmouth College

B.A. in Economics with Honors, 2013

RESEARCH INTERESTS

Entrepreneurship, Machine Learning, Digital Transformation, Social Networks, Cognition, Framing, Language

REFEREED PUBLICATIONS

[1] Greve, Henrich R., & **Jamie Seoyeon Song**. 2017. “Amazon Warrior: How a Platform Can Restructure Industry Power and Ecology” in *Advances in Strategic Management*, 37, Jeffrey Furman, Annabelle Gawer, Brian S. Silverman, Scott Stern (ed.), pp. 299-335

[2] Bodner, Julia*, **Jamie Seoyeon Song***, & Gabriel Szulanski. 2019. “Heuristics to Navigate Uncertainties: Interview with Professor Kathleen M. Eisenhardt” *Journal of Management Inquiry*, 28(3): 359-365

*equal authorship

WORKING PAPERS

[1] **Song, Jamie Seoyeon** & Martin Gargiulo. “Divergent Opinions in Social Media and the Adoption of Cultural Products” (2nd round revise and resubmit at *Academy of Management Journal*)

[2] **Song, Jamie Seoyeon**. “Going beyond conversational partners: Entrepreneurs’ framing and audiences’ support for their innovations in online platforms” (Under review at *Administrative Science Quarterly*)

[3] **Song, Jamie Seoyeon** & Jason P. Davis. “What’s in a Name? Name Similarity and Popularity of Entrepreneurial Products (Under review at *Strategic Management Journal*)

[4] **Song, Jamie Seoyeon.** “Leveraging Ambiguity: Entrepreneurs’ Linguistic Ambiguity and Audiences’ Support for Their Innovation” (Manuscript in preparation for *Administrative Science Quarterly*)

WORK IN PROGRESS

Female entrepreneurs’ communication of their ventures (with Tatiana Lluent) – *Data analysis*

Social relationships and development of ideas for innovation (with Gianluca Carnabuci and Linus Dahlander) – *Designing experiments*

Optimal distinctiveness in product attributes (with Tian Chan and Yonghoon Lee) – *Data analysis*

Using Reddit and Twitter conversations to detect meaning formation (with Hallie Cho) – *Data analysis*

Using word embedding to detect knowledge communities – *Data analysis*

HONORS & GRANTS

ESMT Research Grant (4.5K Euros), 2021

Rudolf & Valeria Maag Scholarship in Entrepreneurship (31.9K Euros), 2020

Strategy Research Foundation (SRF) Dissertation Scholarship (10K USD), 2019

INSEAD Research Grant (6.3K Euros), 2019

Showcase Symposium, OMT/STR/TIM Divisions, AOM Annual Conference, Chicago, 2018

High Pass, INSEAD Doctoral Comprehensive Examinations, 2017

Doctoral Fellowship, INSEAD, 2015-2020

James O. Freedman Presidential Scholar, Dartmouth College, 2010-2013

Hopkins 1901 Scholar, Dartmouth College, 2009

RESEARCH PRESENTATIONS & INVITED PARTICIPATIONS

“Narrated Networks: Integrating Network Structure and Content”

- Organizer and Presenter
- Symposium at the Academy of Management Annual Conference – Seattle, WA 2022 (Expected)

“Going Beyond Conversational Partners: Entrepreneurs’ Framing and Audiences’ Support for Their Innovations in Online Platforms”

- West Coast Research Symposium – Virtual, 2021
- Strategic Management Society Annual Conference – Virtual, 2021
- University of Texas Austin Research Seminar – Virtual, 2021
- Bocconi University Research Seminar – Virtual, 2021
- University of Hong Kong Research Seminar – Virtual, 2021
- Santa Clara University Research Seminar – Virtual, 2021
- ESMT Berlin Research Seminar – Virtual, 2021
- Berkeley Culture Conference – Virtual, 2021
- CCC Doctoral Conference – Virtual, 2020
- Virtual Strategy Student Conference – Virtual, 2020

“Co-construction of Shared Understandings under Uncertainty: Computational Linguistic Approaches”

- Organizer and Presenter
- Symposium at the Academy of Management Annual Conference – Vancouver, Canada, 2020

“Divergent Opinions in Social Media and the Adoption of Cultural Products”

- University of Exeter Research Seminar – Virtual, 2022
- Network Evolution Conference – Virtual, 2021
- Berkeley Culture Conference – Berkeley, CA, 2020
- Strategic Management Society Annual Conference – Minneapolis, MN, 2019
- First Cut – Singapore, 2019
- Academy of Management Annual Conference – Chicago, IL, 2018

“What’s in a Name? Categorical and Idiosyncratic Identity of New Organizations in Nascent Markets”

- Strategic Management Society Annual Conference – Minneapolis, MN, 2019
- West Coast Research Symposium – San Francisco, CA, 2019
- Academy of Management Specialized Conference – Surrey, UK, 2018
- Academy of Management Annual Conference – Atlanta, GA, 2017
- Doriot Entrepreneurship Conference – Fontainebleau, France, 2017
- Kauffman Doctoral Consortium – College Park, MD, 2017
- INSEAD Entrepreneurship Workshop – Singapore, 2016

“Online Community Interactions: Knowledge Communities, Network Dynamics, and Content Development”

- Organizer and Presenter
- Showcase Symposium at the Academy of Management Annual Conference – Chicago, IL, 2018

“Amazon Warrior: How a Platform Can Restructure Industry Power and Ecology”

- Advances in Strategic Management Research Workshop – Boston, MA, 2016
- West Coast Research Symposium – Seattle, WA, 2016

“Stay Together, Win Together: How Coalitional Delineations Affect Changes in Organizational Goals”

- INSEAD-Wharton Doctoral Consortium – Philadelphia, PA, 2017

INVITED CONSORTIA/WORKSHOPS

Interpretive Data Science (IDeaS) Workshop – Vancouver, Canada 2022 (Expected)

AOM OMT Doctoral Consortium – Vancouver, Canada, 2020

SRF Dissertation Scholar Workshop – Minneapolis, MN, 2019

West Coast Research Symposium, Doctoral Consortium – San Francisco, CA, 2019

AOM STR Dissertation Consortium – Boston, MA, 2019

AOM TIM Doctoral Consortium – Boston, MA, 2019

SMS Doctoral Consortium – Houston, TX, 2017

Smith Entrepreneurship Research Conference, Doctoral Consortium – College Park, MD, 2017

INSEAD-Wharton Doctoral Consortium – Philadelphia, PA, 2017

ASQ Paper Development Workshop – Atlanta, GA, 2017

OMT Dissertation Proposal Workshop – Atlanta, GA, 2017

TEACHING

Competitive and Corporate Strategy, Master’s in Management core course, 2021

- Designed and taught the core Strategy course

Principles of Network Analysis, Ph.D. course, 2019

- Teaching Assistant for Martin Gargiulo

Prices & Markets, MBA core course, 2017

- Course instructor – led seven MBA tutorial sessions

Principles of Strategy Analysis, MBA core course, 2016

- Graded exams for Ithai Stern and Daniel Simonovich

SERVICE

ESMT Research Seminar Coordinator, 2021-

ESMT Executive MBA and Master's in Management thesis advisor, 2021-

ESMT Master's in Management program development committee, 2022-

Speaker, ESMT DigitalFuture Summit, 2021

Member and Reviewer, Academy of Management Conference (OMT/STR/TIM Divisions), 2016-

Reviewer, Academy of Management Specialized Conference on Big Data, 2018

Member and Reviewer, Strategic Management Society, 2016-

Reviewer, INSEAD – Wharton Doctoral Consortium, 2016-

PhD Area Representative, Entrepreneurship and Family Enterprise Department, 2019-

PROFESSIONAL EXPERIENCE

Amazon.com, Seattle, WA, 2013-2015

McKinsey & Company, Seoul, Korea, 2012

OTHER INFORMATION

Technical Skills: STATA, Python, SQL, R

Languages: English (fluent), Korean (fluent), Spanish (basic)

Citizenship: Korean, U.S. Permanent Resident