

# Jamie Seoyeon Song

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## ACADEMIC APPOINTMENT

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### ESMT Berlin

Assistant Professor of Strategy, Fall 2021 -

## EDUCATION

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### 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

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

## REFEREED PUBLICATIONS

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[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

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[1] **Song, Jamie Seoyeon** & Martin Gargiulo. “Divergent Opinions in Social Media and the Adoption of Cultural Products” (2<sup>nd</sup> 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” (Manuscript in preparation for *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**

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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**

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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**

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“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**

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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**

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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**

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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**

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**Amazon.com**, Seattle, WA, 2013-2015

**McKinsey & Company**, Seoul, Korea, 2012

## **OTHER INFORMATION**

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**Technical Skills:** STATA, Python, SQL, R

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

**Citizenship:** Korean, U.S. Permanent Resident