

ANNA FUNG

Foster School of Business, University of Washington
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EDUCATION

Ph.D. in Management & Organization, University of Washington. Seattle, WA. (Expected 2020)

M.S. in Business Administration, University of Washington. Seattle, WA.

B.S. in Management Science, Massachusetts Institute of Technology. Cambridge, MA.
Concentrations in Finance and Linguistics

RESEARCH INTERESTS

- Organizational search and learning
- Technology invention and innovation
- Intra-firm inertia and inter-firm diffusion
- Machine learning and natural language processing

DISSERTATION ABSTRACT

Chair: Kevin Steensma

Proposal Defense Date: October 15, 2018

I study how individuals and firms search and learn under constraints, using archival and interview data. In my first paper, I explore how firms change their inventive routines in response to unanticipated firm shocks. Specifically, I find that automotive firms in the United States become more creative and less insular after experiencing product recalls, compared to automotive firms in East Asia (China, Japan, and Korea). I study these changes through longitudinal USPTO and NHTSA data across 19 years, using keyword matching and PQML regressions. In my second paper, I investigate how inventors recombine knowledge or identify gaps through inspiration to create breakthroughs. Using natural language processing to assess USPTO patent abstracts, supplemented with latent Dirichlet allocation (LDA) and hierarchical Dirichlet process (HDP) as topic modeling algorithms, I create a typology of breakthrough inventions and their inventors.

PEER-REVIEWED PAPERS

Chan, K., Fung, A., Fung, HG., Yau, J. (2016). A Citation Analysis of Business Ethics Research: A Global Perspective. *Journal of Business Ethics*. 136, 557–573.

PAPERS UNDER REVIEW

Landy, J. F., Jia, M., Ding I. L., Viganola, D. Tierney, W., ... Uhlmann, E. L. Crowdsourcing hypothesis tests: Making transparent how design choices shape research results. Under Review at Psychological Bulletin.

Gupta, A., Fung, A., Murphy, C. The Diffusion of CSR Roles across Fortune 500 Firms. Reject & Resubmit at Strategic Management Journal.

WORKING PAPERS

Fung, A., Chari, M., Borah, A., Steensma, K. Do Firm-Specific Shocks Help or Hinder Change? Understanding Changes to Firms' Inventive Routines After a Recall.

Fung, A., Connaughton, C., Steensma, K. Jack of All Trades or Master of One? A Typology of Inventors and Breakthroughs.

Connaughton, C., Fung, A., Steensma, K. When is Exploration Exploitation? Re-evaluating the Tradeoff in Light of Deep Cognitive Breakthroughs.

Connaughton, C., Fung, A., Steensma, K. What Gets Developed, What Gets Forgotten? The Impact of Organizational Myopia on Technology Development.

Fung, A., Connaughton, C., Steensma, K. Renaissance Men or One Hit Wonders? Tracking Cognitive Breakthroughs of Serial Inventors.

Connaughton, C., Fung, A. Learning Machine Learning: Applications for Research Methods and Theory in Organizations.

RESEARCH IN DEVELOPMENT

“Simultaneous Patenting of Breakthrough Innovations.” With Connaughton, C., Steensma, K.

“Patenting and Corporate Social Responsibility: Greenwashing versus Genuine Intentions.” With Connaughton, C., Gupta, A.

“Disruptive Technologies: Origins and Outcomes.” With Connaughton, C.

PUBLISHED CONFERENCE PROCEEDINGS

Gupta, A., Fung, A., Murphy, C. “The Diffusion of CSR Roles across Fortune 500 Firms.” Academy of Management Best Paper Proceedings, 2018.

CONFERENCE PAPERS & PRESENTATIONS (*presenter)

*Fung, A., Connaughton, C. “Jack of All Trades or Master of One? A Typology of Inventors and Breakthroughs” **Presenting** at the **Strategic Management Society Conference** | Paris, France | 2018

Gupta, A., *Fung, A., Murphy, C. “The Diffusion of CSR Roles across Fortune 500 Firms.” **Presenting** at the **Academy of Management** | Chicago, Illinois, USA | 2018 | **Best paper award**

*Fung, A., Chari, M., Borah, A. “Do Firm-Specific Shocks Help or Hinder Change? Understanding Changes to Firms’ Inventive Routines After a Recall”

Presenting at the **Strategic Management Society Conference** | Paris, France | 2018

Presented at the **Industry Studies Association Conference** | Seattle, Washington, USA | 2018

Presented at the **OMT Paper Development and Reviewing Workshop** | Vancouver, Canada | 2018

Accepted to the **Strategic Management Society Conference** | Houston, Texas, USA | 2017

Presented at the **Strategic Management Society Special Conference** | Banff, Canada | 2017

Fung, A., Chari, M., *Borah, A. “Do Firm-Specific Shocks Help or Hinder Change? Understanding Changes to Firms’ Inventive Routines After a Recall”

Winter AMA Conference | Orlando, Florida, USA | 2017

Presented at the **15th PSI Conference** | University of Utah, Utah, USA | 2017

Qiao, P., *Fung, A., Fung, HG. “A Helping Hand or a Grabbing Hand? The Role of CEO Power on Firm Innovation and Performance.” **Presented** at the **BAI Conference** | Nagoya, Japan | 2016 | **Best paper award**

Fung, A., *Murray, A., Kotha, S. “Universal access to new venture capital? The nonexistent gender gap in crowdfunding campaign success.” **Presented** at the **Strategic Management Society Annual International Conference** | Denver, Colorado, USA | 2015

*Fung, A., Chari, M., Borah, A. “Disruption-Driven Innovation: Innovation as Problem-Solving.” **Presented** at the **Kauffman Doctoral Consortium** | College Park, Maryland, USA | 2015

TEACHING EXPERIENCE

MBA, Entrepreneurial Strategy (ENTRE 510)

Spring 2019

Scheduled

Undergraduate, Strategy Capstone Course (MGMT 430)

Autumn 2018

Scheduled

Winter 2017

4.5/5.0

Winter 2016

4.7/5.0

UW Professional & Continuing Education, Foundations of Global Business, International Strategy

Spring 2017 (x2)

No rating

Autumn 2017 (x2)

No rating

UW Professional & Continuing Education, Business for International Professionals, Foundations of Strategy

Spring 2016

No rating

Guest Lecturer (single class only)

- *PhD*, Teaching Effectiveness Seminar, “Classroom Technology” – Nov 2018
- *Joint MBA/PhD*, Applied Academic Preparation Skills, “Intro to Corporate Strategy” – Aug 2016

Teaching Assistant (with teaching component)

- *Executive MBA*, Economics & Strategy (EMBA 504/555), with Charles Hill
Autumn 2016; Autumn 2015; Autumn 2014

Teaching Assistant (without teaching component)

- *Hybrid MBA*, Global Strategy, with Kevin Steensma, Winter 2018
- *Global Executive MBA level*, Global Strategy, with Kevin Steensma, Winter 2018
- *Technology Management MBA level*, Global Strategy, with Kevin Steensma, Spring 2017
- *Executive MBA level*, International Strategy, with Kevin Steensma, Spring 2017 (x2)
- *Daytime MBA level*, International Strategy, with Kevin Steensma, Spring 2017
- *Undergraduate level*, Senior Capstone Strategy, with Abhinav Gupta, Spring 2016

Teaching Awards

- Nominated for Management & Entrepreneurship Faculty/Staff Award of the Year: 2017
- Excellence in Teaching Award: 2016-2017
- University of Washington Star Teacher: 2016-2017

Teaching Interests

- Strategy, Entrepreneurship, Innovation, International Business

Teaching-Related Publications (Articles, Books, Cases)

Chan, K., **Fung, A.**, Fung, HG., Yau, J. (2018). A Conceptual Framework For Instilling Global Mindset in Business Students. *Journal of Teaching in International Business*. 29(1), 1-16

Qiao, PH., **Fung A.**, Miao J., Fung, HG. (2017). Powerful Chief Executive Officers and Firm Performance: Integrating Agency and Stewardship Theory. *China & World Economy*. 25(6), 1-20

Chan, K., **Fung, A.**, Fung, HG., Yau, J. (2016). The ranking of institutions and academic journals: A selective review and a conceptual framework. *Managerial Finance*, 42(4), 292 – 302.

Fung, A. (2015). Starbucks: Expanding Beyond the Stores. Written for the University of Washington 2015 Winter Case Competition.

Fung, A. (2014). International Business Strategies: A Review and Extension of Theories. *The Chinese Economy*, 47(5-6), 116-129.

SERVICE

University Service Activities

Mentor and advisor, Undergraduate Research Program at UW	2014-2018
Foster School of Business, M&O Department, visiting scholars guide	2015-2018
Foster School of Business, M&O Department, Faculty – Student Liaison	2015-2018
Doctoral in Business Student Association (DBSA) member	2014-2016
Senator for UW Graduate and Professional Students (GPSS)	2014-2016
Foster School of Business, PhD student mentor for new and incoming students	2015-2016

Reviews

Reviewer for Southern Management Association Conference	2018
Reviewer for AOM Annual Meeting – TIM Division	2017, 2018
Reviewer for AOM Annual Meeting – BPS/ STR Division	2017, 2018

PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS

Strategic Management Society	2016-2018
Academy of Management (STR/BPS, TIM, OMT)	2014-2018

GENERAL ACTIVITIES AND AWARDS

2015-2018: PhD Program Fellowship
 2013-2015: Larry Flax PhD Fellowship
 2012: Project Manager of icarusLabs, finalist in crowd-sourced UAVForge competition, 140+ teams
 2010: MIT Next Act, Musical Director
 2008: MIT Mission 2011: Saving the Oceans- Elected Master of Ceremonies

OTHER WORK EXPERIENCE

Sapient Corporation, Associate Project Manager in Boston, MA and Bangalore <i>GM Institute, Investor LaunchPad, Client Experience, Extranet</i>	2011 - 2013
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OTHER INTERESTS

Hobbies: Calligraphy, Music (piano, violin), Tennis, Traveling
 Languages: English (native), Mandarin (spoken), Spanish (spoken & written)
 Teaching technologies: Canvas, Capsim, GoToMeeting, Zoom