

# SORAH SEONG

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## ACADEMIC POSITION

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**University of Washington, Foster School of Business**, Seattle, WA Sept 2018-present  
Assistant Professor, Department of Management and Organization

## EDUCATION

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**INSEAD**, Fontainebleau, France & Singapore 2012-2018

PhD in Management, specializing in Organizational Theory and Entrepreneurship

*Dissertation*: A Theory of Crowds for Market Emergence and Entrepreneurial Dynamics: Semantic Rhythms, Collective Memory, and Identities

*Strategy Research Foundation (SRF) Dissertation Scholar*

*Committee*: Philip Anderson (chair), Jason Davis, Frederic Godart, Gabriel Szulanski

**London School of Economics and Political Science (LSE)**, London, UK 2010-2011

MSc in Theory and History of International Relations (joint degree)

**Harvard University**, Cambridge, MA 2005-2009

AB in Sociology with a secondary field in Visual and Environmental Studies

## RESEARCH INTERESTS

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Organizational Theory, Entrepreneurship, Semantic Strategies, Categories and Identities, Crowds, Creativity, Internet of Things (IoT), Creative Industries (fashion, music etc.)

## JOURNAL PUBLICATIONS

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Godart, F., **Seong, S.**, & Phillips, D. (2020). The Sociology of Creativity: Elements, Structures, and Audiences, *Annual Review of Sociology*, 46:1. ([view](#))

**Seong, S.** & Godart, F. (2018). Semantic Strategies for Influencing the Influencers: Trading a Stock of Names for Higher Creativity Evaluations. *Academy of Management Journal*. 61(3): 966-993. ([view](#))

**Seong, S.** (2017). A Theory of Crowds in Time and Space: Explaining the Cognitive Foundations of a New Market. *Research in the Sociology of Organizations*, 50, 223-252. ([view](#))

*Selected for Outstanding Author Contribution in the 2018 Emerald Literati Awards*

**Seong, S.**, Kim, Y., & Szulanski, G. (2015). Leadership, Innovation, and Strategic Change: A Conversation with Michael Tushman. *Journal of Management Inquiry*, 24(4), 370-381. ([view](#))

## RESEARCH IN PROGRESS

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Askin, N., **Seong, S.**, & Szulanski, G. A Theory of Strategy Making: The Micro-dynamics of Balance and the Songwriting Process. Working Paper targeted for *Administrative Science Quarterly* in Summer 2020

**Seong, S.** The Pre-history of a New Market Space: Through the Lens of Crowd's Hidden Meaning Structure of Associations. Working Paper, targeted for *Academy of Management Review* in Spring 2020

**Seong, S.** All that Rhythm of Entrepreneurial Storytelling: At the Nexus of Emergent vs. Gatekeeping Arenas. Working paper.

**Seong, S.** Winning the Crowd's Collective Mind and Memory: In Pursuit of Nascent Market Legitimacy. Working paper.

## **BOOK CHAPTERS**

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Godart, F. & **Seong, S.** (2014). Is Sustainable Luxury Fashion Possible? In M. A. Gardetti & A. L. Torres (Eds.), *Sustainable Luxury: Managing Social and Environmental Performance in Iconic Brands*: 12-27. Sheffield Greenleaf Publishing. ([view](#))

## **SELECTED CONFERENCE PARTICIPATION**

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### **Academy of Management (AOM) Annual Conference, Boston (USA), August 2019**

- *Presenter.* "The Evolutionary Story of Labels in a New Market Space: Through the Lens of Crowds."
- *Presenter.* "All that Rhythm of Identity Propagation: At the Nexus of Sensemaking Arenas."
- *Paper Session Chair.* "Category Dynamics: Emergence, Expansion, Adaption, Hybridization."

### **Academy of Management (AOM) Annual Conference, Atlanta (USA), August 2017**

- *Organizer & Presenter.* "Uncovering Crowds as Interstitial Spaces: Crowds that Influence and that Ought to be Influenced." \*Showcase Symposium sponsored by OMT & TIM.
- *Organizer.* "The Sound of Leadership in Shared Dynamics: An Evening with the GRAMMY-nominated A Far Cry." Professional Development Workshop (PDW) sponsored by OMT, OB, & ODC.
- *Organizer.* OMT Café on "Shared leadership with the GRAMMY-nominated A Far Cry."
- *Presenter.* "A Science of Disciplined Imagination: An Intrapersonal Process Model of Strategy Making."

### **Strategic Management Society (SMS) Conference, Berlin (Germany), September 2016**

- *Finalist. Best Conference Paper Award.* "Crowds' Hidden Meaning Structure in Market Emergence."
- *Presenter.* Strategy Research Foundation (SRF) Dissertation Scholar Final Presentation.

### **Academy of Management (AOM) Annual Conference, Anaheim (USA), August 2016**

- *Organizer & Presenter.* "Novelty Ain't No Virgin Birth: Uncovering Novelty Emergence through Music, Time, and Technology." Symposium sponsored by OMT, TIM, & ENT.
- *Organizer.* OMT Café on "Crowd, Time, and Entrepreneurship."
- *Paper Session Chair.* "Emergence of Categories & Networks."
- *Selected participant.* OMT Doctoral Consortium.

### **Strategic Management Society (SMS) Conference, Denver (USA), October 2015**

- *Presenter.* "Bringing Process Back to Strategic Variation: Individuals' Navigation through Disciplined Imagination."
- *Participant.* Strategy Research Foundation (SRF) Dissertation Scholars Workshop.

### **Academy of Management (AOM) Annual Conference, Vancouver (Canada), August 2015**

- *Organizer & Presenter.* "The Beginning of a New Beginning: Connecting with a Collective Mind in Form Emergence." Professional Development Workshop (PDW) sponsored by OMT, TIM, ENT, MOC, & TIM.
- *Organizer & Presenter.* "Breathing Life into Technology: Socio-cognitive Paths towards Opening the Black Box." Symposium sponsored by OMT, TIM, & MOC.
- *Presenter.* "Semantic Constellations: The Impact of Subsidiary Naming on Parent Firms' Creativity."

### **Strategic Management Society (SMS) Annual Conference, Madrid (Spain), September 2014**

- *Co-chair.* The Foundational Thinkers Interview Series with Michael Tushman (HBS). Sponsored by Knowledge and Innovation (K&I) Interest Group.

## AWARDS & HONORS

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*Recipient*, Outstanding Author Contribution in the 2018 Emerald Literati Awards  
*Recipient*, Rudolf & Valeria Maag Scholarship in Entrepreneurship (20K Euros), 2017-2018  
*Showcase Symposium*, TIM Division, Academy of Management Annual Meeting, Atlanta, 2017  
*Finalist for Best Conference Paper Prize*, Strategic Management Society Annual Conference, Berlin, 2016  
*Selected Participant*, OMT Doctoral Consortium, Academy of Management Annual Meeting, 2016  
*Recipient*, Strategy Research Foundation (SRF) Dissertation Scholarship (10K USD), 2015-2016  
*Recipient*, Doctoral fellowship, INSEAD, 2012-2017  
*Member*, The National Scholars Honor Society, USA, 2008  
*Certified*, Master class in violin performance, St. Petersburg State Conservatory, 2007  
*Recipient*, Full-ride scholarship, Kwanjeong Educational Foundation (200K USD), 2005-2009  
*Recipient*, President's Education Award, USA, 2000

## TEACHING & CASES

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### Foster School of Business, University of Washington

#### *Instructor*

- ENTRE370: Introduction to Entrepreneurship  
Winter 2019 (4.8/5.0), Spring 2019 (4.8/5.0, 4.6/5.0), Fall 2019 (4.7/5.0, 4.4/5.0)
- MGMT430: Strategic Management Capstone, Winter 2020 (4.7/5.9, 4.9/5.0)
- ENTRE600: Independent Research, Spring 2020

*Nominated for 2020 University of Washington Distinguished Teaching Award, the highest teaching distinction*

### INSEAD

#### *Teaching Assistant*

- MBA Program, New Business Ventures, Spring 2018
- Executive Education Program, UNICEF Leadership Development Program, June-Nov 2013

#### **Cases**

- Anderson, P. & **Seong, S.** Biotopia. INSEAD Case 6309, June 2017

## SERVICE

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### External Affiliations

*Member & Reviewer*, Academy of Management (AOM), 2013-present  
*Member*, Strategic Management Society (SMS), 2013-present

### Internal Affiliations

*PhD Admissions Committee*, Management & Organization, Foster School of Business, Winter 2020  
*Faculty Search Committee*, Management & Organization, Foster School of Business, Fall 2018  
*Advisor & Judge* for student groups competing in startup competitions at Univ. of Washington, 2019-2020  
*Contributor*, Digital@INSEAD, INSEAD, 2017-2018

## PROFESSIONAL EXPERIENCE

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<b>Biotopea</b> (acquired by Huons Global in 2016) <i>Marketing Manager</i>	Seoul, South Korea & Guangzhou, China 2011-2012
<b>United Nations High Commissioner for Refugees (UNHCR)</b> <i>Protection Unit Intern</i>	Seoul, South Korea Feb-Aug 2010
<b>Prime Minister's Office (PMO)</b> <i>Administrative Intern</i>	Seoul, South Korea July-Oct 2009

**African Leadership**  
*Field Coordinator*

Cape Town, South Africa  
2004-2005

**OTHER INFORMATION**

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**Languages:** Korean (native), English (fluent), French (intermediate), Chinese and Japanese (basic)

**Interests:** God, classical music (violin & piano), studio art (painting & installation art), fitness, travels, startup advising, coffee chats