

SORAH SEONG

Paccar Hall 539, Foster School of Business
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ACADEMIC POSITION

University of Washington, Foster School of Business, Seattle, WA 2018-2021
Assistant Professor (tenure-track)
Department of Management and Organization (M&O)

EDUCATION

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, Frédéric 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

Organizational Theory, Entrepreneurship, New Market Emergence, Semantic Strategies, Categories and Identities, Creativity, Internet of Things (IoT), Blockchain, Creative Industries

JOURNAL PUBLICATIONS

Godart, F., **Seong, S.**, & Phillips, D. (2020). The Sociology of Creativity: Elements, Structures, and Audiences. *Annual Review of Sociology*, 46: 489-510 ([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](#)).
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

Seong, S. The Pre-history of a New Market Space: Through the Lens of Crowd's Hidden Meaning Structure of Associations. Working Paper to be submitted to *Academy of Management Review*

Askin, N., **Seong, S.**, & Szulanski, G. A Theory of Strategy Making: The Micro-dynamics of Balance and the Songwriting Process. Working Paper to be submitted to *Administrative Science Quarterly*

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 PUBLICATIONS

Seong, S., Hofer, R., & McLaughlin, S. *NFT Revolution*. Gilbut, 2021.

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](#)).

Seong, Sorah. *Too Precious to Miss*. [original title in Korean] Book Net, 2008. ISBN: 9788996073079

SELECTED CONFERENCE PARTICIPATION

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.
- *Co-organizer*. OMT Café on "Collective Meaning-work in Form Emergence."

- *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

Named one of the world's Top 50 Undergraduate Business Professors, *Poets & Quants*, 2020
Nominee, University of Washington Distinguished Teaching Award, 2020
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
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

Foster School of Business, University of Washington

Instructor

- ENTRE370: Introduction to Entrepreneurship (+40 students in each section)
 - 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 (+50 students in each section)
 - Winter 2020 (4.7/5.0, 4.9/5.0), Winter 2021 (4.9/5.0, 4.9/5.0), Spring 2021 (4.9/5.0, 4.8/5.0)
- MGMT 499: Exploring SaaS Go to Market Strategy
 - Spring 2021
- ENTRE600: Independent Research (PhD)
 - Spring 2020

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

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, 2020, 2021
Speaker Series Coordinator, Management & Organization, Foster School of Business, 2020-2021

Undergraduate Scholarship Faculty Review Committee, Foster School of Business, 2020, 2021
Faculty Advisor for student startup groups, University of Washington, 2019-2021
Faculty Search Committee, Management & Organization, Foster School of Business, 2019
Contributor, Digital @ INSEAD, 2017-2018

PROFESSIONAL EXPERIENCE

Biotopeia (acquired by Huons Global in 2016) <i>Marketing Manager</i>	Seoul, South Korea & Guangzhou, China 2011-2012
United Nations High Commissioner for Refugees (UNHCR) <i>Protection Unit Intern</i>	Seoul, South Korea 2010
Prime Minister's Office (PMO) <i>Administrative Intern</i>	Seoul, South Korea 2009
African Leadership <i>Field Coordinator</i>	Cape Town, South Africa 2004-2005 (gap year)

OTHER INFORMATION

Languages: Korean (native), English (fluent), French (intermediate), Chinese and Japanese (basic)
Interests: God, classical music, studio art, fitness, travels, startup advising, coffee chats