

SORAH SEONG

Paccar Hall 539, Foster School of Business
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ACADEMIC POSITION

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

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, 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

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

JOURNAL PUBLICATIONS

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

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

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

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

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

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

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

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

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

African Leadership
Field Coordinator

Cape Town, South Africa
2004-2005

OTHER INFORMATION

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