

## SORAH SEONG

Foster School of Business, University of Washington  
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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

*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.)

### PUBLICATIONS

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Godart, F., **Seong, S.**, & Phillips, D. *forthcoming*. The sociology of creativity: Elements, structure, and audiences. *Annual Review of Sociology*.

**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 as an 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](#))

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](#))

### RESEARCH IN PROGRESS

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Askin, N., **Seong, S.**, & Szulanski, G. A theory of strategy making: The microdynamics of balance and the songwriting process. Working paper, targeted for *Administrative Science Quarterly*.

**Seong, S.** The evolutionary story of labels in a new market space: Through the lens of crowds. Working paper.

**Seong, S.** All that rhythm of identity propagation: At the nexus of intersubjective sensemaking arenas. Working paper.

**Seong, S.** What the crowd knows and remembers: Entrepreneurial identity, label choice, and market prominence. Working paper.

## **SELECTED CONFERENCE PARTICIPATION**

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### **Academy of Management 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 intersubjective sensemaking arenas.”
- *Chair.* “Category dynamics: Emergence, expansion, adaption, hybridization.”

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

- *Organizer & Presenter.* Showcase symposium: “Uncovering crowds as interstitial spaces: Crowds that influence and that ought to be influenced.” Sponsored by OMT, TIM.
- *Organizer.* Professional Development Workshop (PDW): “The sound of leadership in shared dynamics: An evening with the Grammy-nominated A Far Cry.” Sponsored by OMT, OB, ODC.
- *Presenter.* “A science of disciplined imagination: An intrapersonal process model of strategy making.”

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

- *Finalist. Best Conference Paper Award.* “Crowds' hidden meaning structure in market emergence.”
- *Presenter.* Strategy Research Foundation (SRF) Dissertation Scholars Final Presentation.

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

- *Organizer & Presenter.* Symposium on “Novelty ain’t no virgin birth: Uncovering novelty emergence through music, time, and technology.” Sponsored by OMT, TIM, ENT.
- *Chair.* “Emergence of categories & networks.”
- *Selected participant.* OMT Doctoral Consortium.

### **Strategic Management Society 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 Annual Conference, Vancouver (Canada), August 2015**

- *Organizer & Presenter.* PDW on “The beginning of a new beginning: Connecting with a collective mind in form emergence.” Sponsored by OMT, TIM, ENT, MOC, TIM.
- *Organizer & Presenter.* Symposium on “Breathing life into technology: Socio-cognitive paths towards opening the black box.” Sponsored by OMT, TIM, MOC.
- *Presenter.* “Semantic constellations: The impact of subsidiary naming strategies on parent firms’ creativity.”

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

- *Co-chair:* “Foundational thinkers interview” 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

\* Nominated for the 2020 University of Washington Distinguished Teaching Award

### 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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Member and Reviewer, Academy of Management (AOM), 2013-present

Member, Strategic Management Society (SMS), 2013-present

PhD Admissions Committee, Management & Organization, Foster School of Business, Fall/Winter 2020

Faculty Search Committee, Management & Organization, Foster School of Business, Fall/Winter 2018-2019

Contributor, Digital@INSEAD, INSEAD, 2017-2018

## PROFESSIONAL EXPERIENCE

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**Biotopia** (acquired by Huons Global in 2016)

Seoul, South Korea & Guangzhou, China

Marketing Manager

2011-2012

**United Nations High Commissioner for Refugees (UNHCR)**

Seoul, South Korea

Protection Unit Intern

Feb-Aug 2010

**Prime Minister's Office (PMO)**

Seoul, South Korea

Administrative Intern

July-Oct 2009

**African Leadership**

Cape Town, South Africa

Field Coordinator

2004-2005

## OTHER INFORMATION

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

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