

SORAH SEONG

Foster School of Business, University of Washington
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ACADEMIC POSITION

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

INSEAD , Fontainebleau, France & Singapore PhD candidate in Management, specializing in Organizational Theory and Entrepreneurship <i>Dissertation:</i> A theory of crowds for market emergence and entrepreneurial dynamics: Semantic rhythms, collective memory, and identities <i>Committee:</i> Philip Anderson (chair), Jason Davis, Frederic Godart, Gabriel Szulanski	2012-2018
London School of Economics and Political Science (LSE) , London, UK MSc in Theory and History of International Relations (joint degree)	2010-2011
Harvard College , Cambridge, MA AB in Sociology with a secondary field in Visual and Environmental Studies	2005-2009

RESEARCH INTERESTS

Emergence
Semantic Strategies
Entrepreneurial Identities
Crowds & Innovation
Creativity
Internet of Things (IoT), Creative Industries (music, fashion)

PUBLICATIONS

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

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.

Godart, F., **Seong, S.**, & Phillips, D. Sociology of creativity: Structure, perception, and evaluation. Proposal accepted at *Annual Review of Sociology*.

Askin, N., **Seong, S.**, & Szulanski, G. A science of disciplined imagination: An intrapersonal process model of strategy making. Working paper, targeted for *Administrative Science Quarterly*.

SELECTED CONFERENCE PARTICIPATION

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."
- *Session 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.
- *Session 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

- *Session co-chair*: "Foundational thinkers interview" 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)
ENTRE370A/B Introduction to Entrepreneurship, Spring 2019
ENTRE370A/B Introduction to Entrepreneurship, Fall 2019
MGMT430 Strategic Management, Winter 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

Member and Reviewer, Academy of Management, 2013-present
Member, Strategic Management Society, 2013-present
Faculty Search Committee, Dept. of Management & Organization, Foster School of Business, Fall 2018
Contributor, Digital@INSEAD, INSEAD, 2017-2018

PROFESSIONAL EXPERIENCE

L'Abricot!

Co-founder & Production Director 2017-2018

Biotopia (acquired by Huons Global in 2016)

Marketing Manager

Seoul, South Korea & Guangzhou, China
2011-2012

United Nations High Commissioner for Refugees (UNHCR)

Protection Unit Intern

Seoul, South Korea
Feb-Aug 2010

Prime Minister's Office (PMO)
Administrative Intern

Seoul, South Korea
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: Jesus, studio art (drawing, painting, installation art), classical music (violin & piano), film production, fitness, travels, coffee chats