

Sung Hun (Brian) Chung
1900 Rice Boulevard
Houston, Texas, 77005 United States
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EDUCATION

- Rice University**, Jones Graduate School of Business (2018–present)
PhD Candidate (Strategic Management)
Committee: Yan Anthea Zhang (Chair), Laszlo Tihanyi, Alessandro Piazza,
Nandini Rajagopalan (USC), Randolph Stevenson (Rice Political Science)
- University of Southern California**, Marshall School of Business (2018)
MS Business (Management and Organization)
- Seoul National University**, Graduate School of Business (2015)
MS Business (International Management)
- Seoul National University**, College of Business Administration (2012)
BBA Management & BA Economics (Double Major with Honors)
- Chinese University of Hong Kong**, International Asian Studies (2009)
Undergraduate Visiting Student (Exchange Program)

RESEARCH INTERESTS

- Corporate Governance, Venture Evaluation, Non-Market Strategy
- Econometrics, Text Mining, Social Network Analysis, Experimental Design

PUBLICATION

Academic Articles

Piazza, A., Reese, D., & Chung, S. H. (2022). Discoveries-through-Prose: Venturing through the Doors of Perception. *Academy of Management Discoveries*, (ja).

- Featured at: Rice News, Houston Chronicle, AOM Insights

Park, S. H., Chung, S. H., & Rajagopalan, N. (2021). Be Careful What You Wish For: CEO and Analyst Firm Performance Attributions and CEO Dismissal. *Strategic Management Journal*, 42(10), 1880-1908.

- Featured at: Digital Enterprise Institute
- Earlier Version: Nominated for SMS Best Conference Paper Award

Practitioner Articles

Rajagopalan, N., Park, S. H., & Chung, S. H. (2022). Why CEOs Shouldn't Take All the Credit: If you want the praise for good news, be prepared to take the blame for the bad news. *Harvard Business Review*, May 31.

Piazza, A., Reese, D., & Chung, S. H. (2022). VCs Reward Self-Presentation over Qualifications: An analysis of more than 4,000 firms, their founders, and their funders. *Harvard Business Review*, April 13.

Other Publication

Chung, S. H., & Cho, T. S. (2014). The Effects of TMT's Attention on Firm Performance: The Moderating Role of External/Internal Boundary Conditions. *Korean Journal of Strategic Management*, 17(3): 69-100.

DISSERTATION

"The #MeToo Movement: Examining the Reactions of Wrongdoers, Peers, and Bystanders"

Not Just Other People's Problems: Examining Companies' Reactions to their Peer Firms' Scandals in the #MeToo Movement.

- Dissertation Chapter 1 (Job Market Paper)
- Nominated for SMS Best Conference Award
- Nominated for SMS Best Ph.D. Paper Award (Finalist)

#Me-Too Movement and Scandal Firms' Responses: Symbolic versus Substantive Changes.

- Dissertation Chapter 2

Corporate/CEO Abortion Rights Activism and Employees' Perception: An Experimental Investigation.

- Dissertation Chapter 3

WORKING PROJECTS

Working Papers

Threading the Needle: How Firms Frame their Stances on Polarizing Social Issues.

- With Kate Odziemkowska and Alessandro Piazza
- Nominated for SMS Best Ph.D. Paper Award

Speed up or Slow down? Multinationals Dancing through Institutional Complexity at Home.

- With Heechun Kim, Jie Wu, Doug Schuler, and Robert Hoskisson

Works in Progress

"Leaders Outfit and Voters Perception." (with Solomon, B., and Zhang, Y.)

"Analysts Perception and CEO Mobility." (with Park, S. H., and Rajagopalan, N.)

"Antecedents and Consequences of CEO Succession/Dismissal." (with Rajagopalan, N., and Park, S. H.)

"CEO Status and Overconfidence." (with Park, S. H.)

"Performance Metrics in Venture." (with Piazza, A., Papadimitriou, T., Martin, B., and Mecattaf, T.)

"CEO Oedipus Complex and Strategic Risk Taking." (with Li, T. and Piazza, A.)

"Corporate Activism on Abortion Law Change." (with Piazza, A. and Apples, M.)

TEACHING

Instructor, Rice University (2021 Summer)

- BUSI 390 Strategic Management
 - "Overall, I feel that the instructor's effectiveness as a teacher was: Outstanding."
 - Instructor ratings, on a scale of 1(outstanding) to 7 (very poor): 1.00 (Jones School mean = 1.40)

Teaching Assistant, Rice University (2018–present)

- For Professor Yan Anthea Zhang
 - Undergraduate and MBA courses, including Strategic Issues for Global Business, Managing Global Firm Strategy, Managing Organizational Challenges in Energy Transition
- For Professor Douglas Schuler
 - Undergraduate and MBA courses, including Business-Government Relations, International Trade & Business Strategy
- For Professor Alessandro Piazza
 - Undergraduate and MBA courses, including Strategic Management, Strategy in Technology Ecosystems

Teaching Assistant, Seoul National University (2012–2015)

- For Professor Theresa Cho
 - Undergraduate, MBA, and Ph.D. courses, including International Business, International Negotiation, and Business Strategy

RESEARCH ASSISTANTSHIP

Research Assistant, Rice University (2018–present)

- For Professor Yan Anthea Zhang
 - Reviewing the literature on strategic leadership and corporate governance
 - Reviewing and writing manuscripts for research papers
 - Contributor of a book chapter in "Strategic Management: State of the Field and its Future."
 - Contributor of a book editing in "Crossroads of Family Businesses in China: Succession and Transformation."
- For Professor Douglas Schuler
 - Reviewing the literature on absorptive capacity and corporate political activities
 - Reviewing and writing manuscripts for research papers
- For Professor Alessandro Piazza
 - Reviewing the literature on human and social capitals
 - Reviewing and writing manuscripts for research papers
 - Collecting firm-level data for corporate activism on the abortion law change

Research Assistant, University of Southern California (2015–2018)

- For Professor Lori Yue
 - Collecting community and city-level data for the early 1900s banking industry
 - Statistical analyses of crisis experience and community resistance in the 1913 Federal Reserve Act

Research Assistant, Seoul National University (2012–2015)

- For Professor Theresa Cho and Professor Jonghoon Bae
 - Collecting demographic data for top management teams and the board of directors
 - Content analysis of corporate texts and network analysis of firm-level archival data

ACADEMIC PRESENTATIONS AND SYMPOSIA

Chung, S. H. 2022. "The Me-Too Movement, Scandal Firms' Responses, and Competitors' Feminist Activism." Presented at the Strategic Management Society, London, England.

Chung, S. H., & Piazza, A. 2022. "How Firms Frame their Stances on Social Issues: A Study of US Marriage Equality Decisions." Presented at the Strategic Management Society, London, England.

Kim, H., Wu, J., Schuler, D. A., Hoskisson, R. E., & Chung, S. H. 2020. "Speed up or slow down? Toward a domestic dependency network model." Accepted at the Academy of Management, Vancouver, British Columbia.

Park, S. H., Rajagopalan, N., & Chung, S. H. 2017. "CEO Performance Overclaim: Consequences on Investor Expectations and CEO Dismissal." Presented at the Strategic Management Society, Houston, Texas.

Chung, S. H. 2017. "Underwriter Reputation, CEO Stock Option, and IPO Success: The Moderating Role of Regulatory Focused Framing." Presented at the Academy of Management, Atlanta, Georgia.

Chung, S. H. 2016. "Regulatory Focus, Top Management Teams Retention, and Post-Acquisition Innovation in High-Tech Industries." Presented at the Academy of Management, Anaheim, California.

Cho, T. S., Chung, S. H., & Halebian, J. 2015. "Post-Acquisition Innovativeness in High-Tech Industries: The Role of Attentional Congruence." Presented at the Strategic Management Society, Denver, Colorado.

Cho, T. S., Chung, S. H., & Hwang, S. H. 2015. "What Can We Learn from Organizational Communication" Presented at the Symposium, Academy of Management, Vancouver, British Columbia.

Pyun, E., Chung, S. H., & Cho, T. S. 2015. "It Takes Two to Tango: National Identities and Acquisition Premium in Cross-Border M&As." Presented at the Academy of International Business, Bengaluru, India.

Choi, W. S., Chung, S. H., & Cho, T. S. 2013. "The Effects of Managerial Attention on Post-Acquisition Innovativeness in High-Tech Industries." Presented at the Academy of Management, Orlando, Florida.

INVITED SEMINARS AND WORKSHOPS

2022 Fall	Strategic Management Society, Annual Doctoral Workshop
2022 Summer	Academy of Management, SIM Doctoral Consortium (virtual)
2022 Summer	Academy of Management, OMT Doctoral Consortium
2022 Summer	HEC Paris, Medici Summer School on Management Studies
2022 Summer	NYU, Strategy Science Doctoral Workshop & Conference
2022 Summer	University of Minnesota, Non-Market Strategy Research Conference (virtual)
2022 Summer	Rice University, Strategy Symposium on Emerging Markets
2022 Spring	NYU & Columbia University, East Coast Doctoral Conference (virtual)
2019 Summer	Rice University, Strategy Symposium on Emerging Markets
2019 Summer	Rice University, Wooldridge's Workshop on Applied Econometrics
2017 Fall	Strategic Management Society, Strategic Leadership & Governance PDW
2016 Spring	UC-Irvine, Seminar on Qualitative Comparative Analysis/Fuzzy Sets
2015 Fall	USC, California Theory Seminar on Organizations and Organizing
2015 Summer	Northwestern University, Seminar on Causal Inference
2014 Summer	Academy of Management, MOC Reviewing in the Rough PDW
2013 Summer	Academy of Management, MOC Cognition in the Rough PDW

AWARDS, FELLOWSHIPS, AND HONORS

2022	Finalist for the PhD Paper Awards, Strategic Management Society
2022	Nominated for the Conference/PhD Paper Awards, Strategic Management Society
2018–present	Research Assistantship, Rice University
2018	Beta Gamma Sigma Inductee, University of Southern California
2017	Nominated for the Conference Paper Award, Strategic Management Society
2017–2018	Research Assistantship, University of Southern California
2017	Funding Grant, University of Southern California
2017	Best Reviewer Entrepreneurship Division, Academy of Management
2015–2017	Graduate School Fellowship, University of Southern California
2013	Best Research Paper Awards, Korean Strategic Management Society
2012–2015	Research Assistantship, Seoul National University
2012–2015	Chinese Literature Scholarships, Korea Foundation for Advanced Studies
2011	Leadership Awards, Forbes Korea
2007–2008	Academic Merit Scholarships, Seoul National University

INDUSTRY EXPERIENCE

2010 Winter	Research Intern, Corporate Finance Department, KB Securities, Seoul, Korea - Wrote reports on energy internet, smart grid, and energy-climate era
2009 Summer	Research Intern, Marketing Department, Schroders Investment, Seoul, Korea - Researched emerging markets, equity funds, and investor perspectives
2009 Summer	Research Intern, Human Resource Department, I&S Law Firm, Seoul, Korea - Studied corporate case and precedent research of Korea Legal Aid Corporation
2009 Spring	Research Intern, Equities Department, UBS Hong Kong, Central, Hong Kong - Conducted market research on equity-linked security and foreign banks in Korea

PROFESSIONAL AFFILIATIONS AND SERVICES

Membership: Academy of Management, Strategic Management Society

Ad-Hoc Reviewer

- *Strategic Management Journal* (2)
- *Academy of Management Review* (1) (Bridge Reviewer Program)
- *Journal of Business Research* (1)
- *Journal of General Management* (1)

Conference Reviewer: Academy of Management, Academy of International Business

LANGUAGES AND COMPUTER SKILLS

Language: English, Korean, Chinese

Skilled with Analytic Tools

- Statistical Analysis: Stata, Sas, Spss, R
- Text Analysis: Diction, Liwc, Qda Miner, Crowdad
- Network Analysis: Ucinet, Gephi
- Computational Analysis: Python

ACADEMIC REFERENCES

Yan (Anthea) Zhang

Strategy and Environment
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