

Seung-Hwan Jeong

University of Georgia
Terry College of Business
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ACADEMIC POSITIONS

Terry College of Business, University of Georgia Department of Management Assistant Professor	2020-Present
J. Mack Robinson College of Business, Georgia State University Department of Management Assistant Professor	2018-2020

EDUCATION

McCombs School of Business, University of Texas at Austin Ph.D. in Management, Department of Management	2018
Korea University Business School, Korea University M.S. in Business Administration	2012
Bachelor in Business Administration (BBA)	2010
Marshall School of Business, University of Southern California Foreign Exchange Student	2009

RESEARCH INTERESTS

Corporate Governance; Diversity in Strategic Leadership; Family Firms; Organizational Ambidexterity

(† denotes current UGA student at time of submission; †† denotes former UGA student at time of submission)

PUBLICATIONS IN REFEREED JOURNALS

Jeong, S.-H., Murphy, A. M., Zhang, Y., Quigley, T. J. (Forthcoming) How do Investors Really React to the Appointment of Black CEOs? *Strategic Management Journal*

Jeong, S.-H., Kim, H., & Kim, H. (2022). Strategic Nepotism in Family Director Appointments: Evidence from Family Business Groups in South Korea. *Academy of Management Journal*, 65: 656–682.

Kim, Y.†, Busenbark, J.R., **Jeong, S.-H.**, Lam, S.K. (2022). The Performance Impact of Marketing Dualities: A Response Surface Approach to Resolving Empirical Challenges. *Journal of the Academy of Marketing Science*, 1-26.

Campbell, R. J.†, **Jeong, S.-H.**, & Graffin, S. D. (2019). Born to take risk? The effect of CEO birth order on strategic risk taking. *Academy of Management Journal*, 62: 1278–1306.

Finalist, 2017 Strategic Management Society best conference PhD paper prize

Jeong, S.-H. & Harrison, D.A. (2017). Glass Breaking, strategy making, and value creating: Meta-analytic outcomes of women as CEOs and TMT members. *Academy of Management Journal*, 60: 1219-1252. [Lead article]

Finalist, 2022 Sucheta Nadkarni Award for Outstanding Publication on Women Executive Leadership

MANUSCRIPTS UNDER REVIEW

Campbell, R. J.††, **Jeong, S.-H.**, Graffin, S. D., & Yoon, H.† Socialized to Redistribute? CEO Social Class Background and Corporate Social Responsibility. *R&R at Organization Science*

Jeong, S.-H., Kang, S., Byron, K. Bottom-Up Effects of Female Strategic Leadership: Firm Performance Effects through Employees. *Under review at Strategic Management Journal*

2022 Best paper award, Academy of Management, STR division, Strategic Leadership and Corporate Governance track

Lim, S., **Jeong, S.-H.** Multifamily Firms: Their Effects on Company Governance, Innovation, and Performance. *Under review at Academy of Management Journal*

SELECTED WORKS IN PROGRESS

Jeong, S.-H., Cao, S., Fei, X., Li, L. General Counsel and Firm Innovation.
Target journal: Organization Science. Status: Additional data analysis

Jeong, S.-H., Henderson, A. Juggling act: CEO Cognitive Complexity and Organizational Ambidexterity.
Target journal: Organization science. Status: Additional data analysis.

Jeong, S.-H., Ahn, H.S., Oliver, A.††, Kim, H. What Makes Family CEO Succession Successful? Experimental and Event Study-Based Evidence of Stakeholder Perceptions.
Status: Data collection and analysis.

Oliver, A.††, Mitchell, M. S., **Jeong, S.-H.**, Hill, E.†, & Pfarrer, M. D. Win, lose or draw? The implications of CEO gender and strategic trash-talk.
Status: Data collection and analysis.

CONFERENCE PROCEEDINGS

Jeong, S.-H., Kang, S., Byron, K. (2022) Bottom-Up Effects of Female Executives: Firm Performance Effects through Middle and Lower Management. *Academy of Management Best Paper Proceedings*

Jeong, S.-H., Murphy, A. M., Zhang, Y. (2021) "Investor Reactions to Minority CEO Appointments: The Intersection of Race-Ethnicity and Gender" *Academy of Management Best Paper Proceedings*.

Campbell, R.J.†, **Jeong, S.-H.**, & Graffin. S. (2018). "Born to Take Risk? The Effect of CEO Birth Order on Strategic Risk Taking." *Academy of Management Best Paper Proceedings*.

CONFERENCE PRESENTATIONS AND CONSORTIA

Jeong, S.-H., Murphy, A. M., Zhang, Y., Quigley, T. J. How do Investors Really React to the Appointment of Black CEOs? Academy of Management, Seattle, WA, 2021

Jeong, S.-H., Kang, S., Byron, K. Bottom-Up Effects of Female Strategic Leadership: Firm Performance Effects through Employees. Academy of Management, Seattle, WA, 2021

Jeong, S.-H., Murphy, A. M., Zhang, Y. Racial Minority CEOs: Examining the Higher Bar for Advancement and Investor Reactions. Academy of Management, Virtual, 2021

Campbell, R. J. ††, **Jeong, S.-H.**, & Villalpando, D. Succession Signals: Earnings Call Participation and CEO Succession. Strategic Management Society, Virtual, 2021

Jeong, S.-H., Murphy, A. M., Zhang, Y. Investor Reactions to Racial-Ethnic Minority CEO Appointments. Strategic Management Society, Virtual, 2021

Lim, S., **Jeong, S.-H.** More Families are Better? How Multiple Founding Families Could Create Value through Governance and Innovation. Strategic Management Society, Virtual, 2020

Jeong, S.-H., Ahn, H.S., Oliver, A.††, Kim, H. What Makes Family CEO Succession Successful? Experimental and Event Study-Based Evidence of Stakeholder Perceptions. Strategic Management Society, Virtual, 2020

Campbell, R. J. ††, **Jeong, S.-H.**, Graffin, S.D., & Yoon, E†. CEO Social Class Background and Corporate Social Responsibility. Academy of Management, Virtual, 2020

Jeong, S.-H., Busenbark, J.R., Kim, Y.†, Lam, S.K., Balancing, Combining, or Both? Revisiting the Organizational Ambidexterity Hypothesis Using Polynomial Regression and Response Surface Modeling. Strategic Management Society, Minneapolis, MN, 2019

Yoon, E.H.†, Campbell, R.J.††, Graffin, S., **Jeong, S.-H.** Always Aspiring: Effects of CEO Immigrant Status and Organizational Aspiration Levels on Strategic Change. Strategic Management Society, Minneapolis, MN, 2019

Jeong, S.-H., Kim, H., & Kim, H. Set Up to Succeed? Strategic Nepotism in Family Business Groups' Board Appointments. Academy of Management, Boston, MA, 2019

Jeong, S.-H., Kang, S., Byron, K. Bottom-Up Effects of Top Women: Female Executives' Impact on Firm Performance Through Lower-Level Employees. Strategic Management Society, Las Vegas, NV, 2019

Oliver, A.†, Mitchell, M. S., **Jeong, S.-H.**, Hill, E.†, & Pfarrer, M. D. Win, lose or draw? The implications of CEO gender and strategic trash-talk. Strategic Management Society, Paris, France, 2018

Nair, K., **Jeong, S.-H.**, Zajac, E. Long Live the Queen! Matriarch Deaths and Intensifying Sibling Conflict in Family Business Groups. Strategic Management Society, Hyderabad, India, 2018

Campbell, R.J.†, & **Jeong, S.-H.** Born to take risk: The effects of CEO birth order on strategic risk-taking. Academy of Management, Chicago, IL, 2018

Campbell, R.J.†, & **Jeong, S.-H.** Born to take risk: The effects of CEO birth order on strategic risk-taking. Strategic Management Society, Houston, TX, 2017

2016 BPS Doctoral Consortium, Academy of Management Meeting, Anaheim, CA. Invited participant

Jeong, S.-H. Effects of CEO cognitive complexity on strategic change: Evidence from text-analysis of language style. Strategic Management Society, Denver, CO, 2015

Jeong, S.-H. Effects of CEO cognitive complexity on firm strategy: Evidence from text-analysis of language style. Academy of Management, Vancouver, Canada, 2015

Jeong, S.-H. & Harrison, D.A. Breaking glass: Meta-analytic resolution of the firm performance effects of female strategic leadership. Academy of Management, Philadelphia, PA, 2014

Jeong, S.-H. & Kim, H. When do family members join boards? Legitimacy-building strategies for family members. Academy of Management, Boston, MA, 2012

Jeong, S.-H. & Kim, H. When do family members join boards? An institutional perspective. Strategic Management Society, Miami, FL, 2011

INVITED RESEARCH PRESENTATIONS

Korea University, 2022

University of Georgia, 2017, 2019

Georgia State University, 2017

Nanyang Technological University, 2017

Singapore Management University, 2017

University of Cincinnati, 2017

Iowa State University, 2017

Clemson University, 2017

Louisiana State University, 2017

MEDIA COVERAGE

Dong-A Ilbo. October, 2020. Later-Borns Invest in Riskier Business Activities than First-borns (In Korean) [Link](#)

Dong-A Business Review. September, 2020. Later-Borns Invest in Riskier Business Activities than First-borns (In Korean) [Link](#)

Online Athens. July 1, 2019. UGA study: Birth order influences CEO risk-taking. [Link](#)

Medium. November 14, 2018. Women Bring More Skills, Better Performance to the C-Suite. [Link](#)

Knowledge@Wharton. May 18, 2017. Does Gender Diversity on Boards Really Boost Company Performance? [Link](#)

Texas Enterprise. November 4, 2016. Women Bring More Skills, Better Performance to C-Suite.

HONORS AND AWARDS

Best paper award, AOM STR division, Strategic Leadership track	2022
Finalist, Sucheta Nadkarni Award for Research on Women Executive Leadership	2022
Outstanding Teaching Performance Award, Robinson College of Business, GSU	2019
SMS Outstanding Reviewer Award, Strategic Leadership and Governance IG	2018
SMS conference best PhD paper prize finalist	2017
Graduate School Continuing Fellowship, UT Austin	2016
Bruton fellowship, UT Austin	2016
Schoeman fellowship, UT Austin	2015
William W. and Ruth F. Cooper Endowed Presidential Fellowship, UT Austin	2015

PROFESSIONAL SERVICE AND ACTIVITIES

Reviewing: Journals

Editorial Board Member, *Strategic Management Journal*, 2022-Present

Ad hoc reviewer, *Academy of Management Journal*, 2019-Present

Ad hoc reviewer, *Strategic Management Journal*, 2018-Present

Ad hoc reviewer, *Organization Science*, 2021-Present

Ad hoc reviewer, *Journal of Management Studies*, 2019-Present

Ad hoc reviewer, *Research Policy*, 2020-Present

Ad hoc reviewer, *Strategic Entrepreneurship Journal*, 2020-Present

Reviewing: Conferences

Academy of Management Conference, 2012-Present

Strategic Management Society Conference, 2015-Present

Professional affiliations

Academy of Management; Strategic Management Society

Doctoral student mentoring

External dissertation committee member, Yangyang Zhang, Stevens Institute of Technology

Guest lecturer, Informal PhD brown-bag session, London School of Economics, 2020

Guest lecturer, PhD Seminar in Financial Accounting Research, Georgia State University, 2018

Georgia State University

Research seminar committee member, 2019

UT Austin

Department Representative, Graduate Student Assembly, UT Austin (2015-2016)

TEACHING

University of Georgia

Undergraduate: International Strategic Management

Georgia State University

Undergraduate: Strategic Management (capstone course)

University of Texas at Austin

Undergraduate: General Management and Strategy (capstone course)

NON-ACADEMIC WORK EXPERIENCE

Organization for Economic Cooperation and Development (OECD) 2009
Trainee, Corporate affairs department (Paris, France)

Ministry of National Defense Psychological Operations (PSYOP) Group 2005 –2007
Army Interpreter, Republic of Korea Armed Forces

TECHNICAL SKILLS

Python, Natural Language Processing, Stata, R, SAS

REFERENCES

Andrew D. Henderson

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