

# Seung-Hwan Jeong

University of Georgia  
Terry College of Business  
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## ACADEMIC POSITIONS

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### Terry College of Business, University of Georgia

Associate Professor of Management (with tenure)	2024-Present
Assistant Professor of Management	2020-2024

### J. Mack Robinson College of Business, Georgia State University

Department of Management	2018-2020
Assistant Professor	

## EDUCATION

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McCombs School of Business, University of Texas at Austin	2018
Ph.D. in Management, Department of Management	

### 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
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## PUBLICATIONS IN REFEREED JOURNALS

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

**Jeong, S.-H.,** Kang, S., & Byron, K. (2026). Bottom-up effects of female strategic leadership: Firm performance effects through employees. *Strategic Management Journal*, 47: 947-973

*2025 Best paper award, Gender & Research Conference, Kinsey-Kelley Center for Gender Equity in Business, Indiana University*

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

Lim, S., **Jeong, S.-H.** (2025) Multi-Founding Family Firms: Effects on Firm Governance, Innovation, and Performance. *Entrepreneurship Theory and Practice*. 49: 375-402.

**Jeong, S.-H.**, Mooney, A., Zhang, Y., Quigley, T. J. (2023) How do Investors Really React to the Appointment of Black CEOs? A comment on Gligor et al. 2021. *Strategic Management Journal*, 44: 1733-1752.

**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*

## **SELECTED WORKS IN PROGRESS**

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Campbell, R. J., Villalpando, D., **Jeong, S.-H.**, Money, T.† Investor Reactions to Elite Incivility in the Form of Executive Swearing: A Language Expectancy and Attribution Perspective. *Under review at Academy of Management Journal*

Murphy, A. M., **Jeong, S.-H.**, Kang, S., The East Asian CEO Pay Discount and the Bias-Mitigating Role of Diverse Boards. *Target journal: Organization Science. Status: Manuscript preparation*

**Jeong, S.-H.**, Murphy, M., Reddick, J.†, Mooney, A. Exploring Racial Dynamics in Corporate Sociopolitical Activism: Racial Minority Directors' Responses to the BLM Movement. *Target journal: Academy of Management Journal. Status: Manuscript preparation*

**Jeong, S.-H.**, Xia, Y., Orlandi, I., Aghasi, A. Does Masculinity Pay? How Executives' Masculine (vs. Feminine) Communicative Patterns and Gender Affect Compensation  
*Target journal: Academy of Management Journal. Status: Manuscript preparation*

You, J., **Jeong, S.-H.** Family Firms and Environmental Performance. *Target journal: Academy of Management Journal. Status: Data collection*

**Jeong, S.-H.**, Ahn, H.S., Oliver, A.††. What Makes Family CEO Succession Successful? Experimental and Event Study-Based Evidence of Stakeholder Perceptions.  
*Target journal: Strategic Management Journal. Status: Data Collection*

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

*Target journal: Academy of Management Journal. Status: Data Collection*

### **CONFERENCE PROCEEDINGS**

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**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**

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**Jeong, S.-H.**, Orlandi, I., Xia, Y. Does Masculinity Pay? How Executives' Masculinity (vs. Femininity) and Gender Affect Compensation. In Seong, M., Orlandi, I. (Organizers), *Women at the Top: Emerging Research on Women in Top Management Teams*. Symposium at AOM meeting. Denmark, Copenhagen, 2025

**Jeong, S.-H.**, Murphy, M., Reddick, J.†, Mooney, A. Race and Corporate Sociopolitical Activism: Minority Director's Responses to the BLM Movement. In Rathnow, C., Chammas, G., Steinberg, P. (Organizers), *Corporate Leaders' Sociopolitical Activism: From Individual Determinants to Governance Contingencies*. Symposium at AOM meeting. Denmark, Copenhagen, 2025

**Jeong, S.-H.**, Murphy, M., Reddick, J.†, Mooney, A. Exploring Racial Dynamics in Corporate Sociopolitical Activism: Racial Minority Directors' Responses to the BLM Movement. Strategic Management Society, Istanbul, Türkiye, 2024

Campbell, R. J., Money, T.†, **Jeong, S.-H.**, Villalpando, D. Swearing like a sailor or cursing like a captain? CEO swearing in quarterly earnings calls & analyst reactions. International Corporate Governance Society Annual Meeting, Tempe, AZ, 2024

**Jeong, S.-H.**, Cao, S., Fei, X., Li, L. Legal Mind at the Helm: General Counsel in Top Management and Firm Innovation. Academy of Management, Chicago, IL, 2024

Zhang, Y., Murphy, A. M., **Jeong, S.-H.** Scapegoats or Change Agents?: Examining the Promotion of Racial Minority CEOs to Firms in Crisis. Southern Management Association, St. Pete Beach, FL, 2023  
**Winner: Best Overall Doctoral Student Paper - SMA 2023**

You, J., **Jeong, S.-H.** Family Firms and Environmental Performance: Their Dark and Dirty Side? Strategic Management Society, Toronto, Canada, 2023

Murphy, A. M., **Jeong, S.-H.**, Kang, S., The East Asian CEO Pay Discount. Strategic Management Society, Toronto, Canada, 2023

**Jeong, S.-H.**, Kang, S., Byron, K. Bottom-Up Effects of Female Strategic Leadership: Firm Performance Effects through Employees. In Zhang, M., Li, X. (Organizers), *Top Down and Bottom Up: Connecting Strategic Leadership and Employees*. Symposium at AOM meeting. Boston, MA, 2023

Zhang, Y., Murphy, A. M., **Jeong, S.-H.** Scapegoats or Change Agents?: Examining the Promotion of Racial Minority CEOs to Firms in Crisis. Academy of Management, Boston, MA, 2023

Murphy, A. M., **Jeong, S.-H.**, Kang, S., The East Asian CEO Pay Discount. Academy of Management, Boston, MA, 2023

**Jeong, S.-H.**, Xia, Y., Orlandi, I., Aghasi, A. Does Masculinity Pay? How Executives' Masculine (vs. Feminine) Communicative Patterns and Gender Affect Compensation. Strategic Management Society, London, UK, 2022

Zhang, Y., Murphy, A. M., **Jeong, S.-H.** Racial Minority CEOs and Likelihood of Dismissal. Strategic Management Society, London, UK, 2022

**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, 2022

**Jeong, S.-H.**, Kang, S., Byron, K. Bottom-Up Effects of Female Strategic Leadership: Firm Performance Effects through Employees. Academy of Management, Seattle, WA, 2022

**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 TALKS AND PANELS**

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Academy of Management, "What's the Angle? Diverse Perspectives on Diversity, Equity, and Inclusion in Management Research," Panelist, July 2025

Georgia State University, Research seminar, invited speaker, November 2022

Strategic Management Society, "Broadening DEI Research: A Discussion of Under-studied Forms of Diversity and Issues of Equity and Inclusion," Panelist, September 2022

Korea University, Research seminar, invited speaker, April 2022

London School of Economics, Informal Ph.D. brown-bag session, Guest speaker, October 2020

## **INDUSTRY ENGAGEMENTS**

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LG Household & Health Care (THE WHOO brand). Workshop, Led cross-functional student team at company headquarters; delivered market-entry and branding recommendations in response to a senior-manager brief, Faculty Lead, Summer 2024

Pink Chip (Women-Led Companies Index). Featured scholar, research cited and interviewed for video and web platform translating academic evidence into investor/policy discourse, 2024.

Executive Leadership Council. LinkedIn Live Forum: Making the Business Case for DEI in Corporate America, Panelist, December 2022

## **MEDIA COVERAGE & PUBLIC IMPACT**

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Forbes. September, 2025. 3 Things The ‘Murdoch Succession’ Proves About Billion-Dollar Family Dynamics. [Link](#)

Psychology Today. July, 2025. How Family Dynamics Shape Workplace Culture: Were you born to lead? [Link](#)

Washington Post. October, 2022. Study: When companies hire Black CEOs, their stock jumps [Link](#)

LinkedIn News. October 2022. “Black CEOs boost bottom line” [Link](#)

Fortune. September, 2022. When a Black CEO is appointed, it benefits the company’s stock, according to new research [Link](#)

CNBC. November, 2022. When companies appoint Black CEOs, their market caps jump by 3.1%—here’s why, new study says. [Link](#)

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](#)

Columbia University, Center on Global Energy Policy. 2019. “Future Workforce in the Energy Sector: How Diversity Makes us More Hardworking and More Creative” [Link](#)

International Finance Corporation (IFC), Private Sector Opinion #42. Women in Business Leadership Boost ESG Performance: Existing Body of Evidence Makes Compelling Case. 2018. [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**

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Best paper award, Gender & Research Conference, Kinsey-Kelley Center, Indiana University 2025

Best Overall Doctoral Student Paper, Southern Management Association 2023

Best paper award, Academy of Management, STR division, Strategic Leadership track	2022
Finalist, Sucheta Nadkarni Award for Outstanding Publication on Women Executive Leadership	2022
Certificate for Outstanding Teaching Performance, Robinson College of Business, GSU	2019
SMS Outstanding Reviewer Award, Strategic Leadership and Governance IG	2018
Finalist, SMS conference best PhD paper prize	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**

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### **Editorial Service**

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

### **Reviewing: Journals**

Ad hoc reviewer, Academy of Management Journal  
 Ad hoc reviewer, Strategic Management Journal  
 Ad hoc reviewer, Administrative Science Quarterly  
 Ad hoc reviewer, Organization Science  
 Ad hoc reviewer, Journal of Management  
 Ad hoc reviewer, Research Policy  
 Ad hoc reviewer, Strategic Entrepreneurship Journal  
 Ad hoc reviewer, Journal of Management Studies  
 INFORMS/Organization Science Dissertation Proposal Competition, 2022

### **Reviewing: Conferences and Grant Organizations**

Ad hoc reviewer, Academy of Management Conference  
 Ad hoc reviewer, Strategic Management Society Conference  
 Ad hoc reviewer, National Science Foundation

### **Professional Conference Service**

Session chair, Diversity in Corporate Governance. Annual Meeting of the Academy of Management, Seattle, WA, 2022.

### **Doctoral Student Mentoring**

First-year coach, Meng Xu, University of Georgia, 2023-2024  
 External dissertation committee member, Yangyang Zhang, Stevens Institute of Technology, 2023  
 Guest lecturer, PhD Seminar in Financial Accounting Research, Georgia State University, 2018

### **University of Georgia**

Member, Specialty Certificate Programs Committee, Terry College of Business, 2022-Present  
 Member, Strategy & Entrepreneurship Faculty Search Committee, Management Department, 2025

**Georgia State University**

Research seminar committee member, 2019

**UT Austin**

Department Representative, Graduate Student Assembly, 2015-2016

**Professional Affiliations**

Academy of Management; Strategic Management Society

**TEACHING**

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**University of Georgia**

Strategic Management (MBA)

International Strategic Management (undergraduate)

International Strategic Management in South Korea (undergraduate, faculty-led study away program)

Terry Opportunities for Undergraduate Research (TOUR), faculty supervisor, 2023-Present

**Georgia State University**

Strategic Management (undergraduate, capstone course)

**University of Texas at Austin**

General Management and Strategy (undergraduate, capstone course)

**NON-ACADEMIC WORK EXPERIENCE**

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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

*Last updated: April 2026*