

# Seung-Hwan Jeong

University of Georgia  
Terry College of Business  
C208 Benson Hall  
630 South Lumpkin Street  
Athens, GA 30602  
seung.jeong@uga.edu

## ACADEMIC POSITIONS

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

## EDUCATION

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

## 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.**, 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*

### **MANUSCRIPTS UNDER REVIEW**

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**Jeong, S.-H.**, Kang, S., Byron, K. Bottom-Up Effects of Female Strategic Leadership: Firm Performance Effects through Employees. *Revise and Resubmit (R&R) 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. *Revise and Resubmit (R&R) at Entrepreneurship Theory and Practice*

### **SELECTED WORKS IN PROGRESS**

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**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*

**Jeong, S.-H.**, Murphy, M., Mooney, A., Reddick, J.†. Board director DEI activism. *Target journal: Administrative Science Quarterly. Status: Data collection*

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

Murphy, A. M., **Jeong, S.-H.**, Kang, S., The East Asian CEO Pay Discount. *Target journal: Strategic Management Journal. Status: Manuscript preparation*

**Jeong, S.-H.**, Cao, S., Fei, X., Li, L. General Counsel and Firm Innovation.

*Target journal: Academy of Management Journal. Status: Manuscript preparation*

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

*Target journal: Academy of Management Journal. Status: Additional data analysis.*

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

**Jeong, S.-H.**, Murphy, A. M., Kang, S., The East Asian CEO Pay Discount. Strategic Management Society, Toronto, Canada, 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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Executive Leadership Council, LinkedIn Live Forum: Making the Business Case for DEI in Corporate America, Panelist, December 2022

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

## **MEDIA COVERAGE**

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

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, 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, *Strategic Management Journal*

Ad hoc reviewer, Academy of Management Journal  
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-present  
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**

Terry College of Business Specialty Certificate Programs Committee member, 2022-2024

**Georgia State University**

Research seminar committee member, 2019

**UT Austin**

Department Representative, Graduate Student Assembly, UT Austin (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)

**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

### **TECHNICAL SKILLS**

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Python, Natural Language Processing, Stata, R, SAS

### **REFERENCES**

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#### **Andrew D. Henderson**

McCombs School of Business, University of Texas at Austin  
CBA 4.226, B6300, Austin, TX 78712-1174  
Phone: (512) 471-5276  
E-mail: andy.henderson@mcombs.utexas.edu

#### **David A. Harrison**

McCombs School of Business, University of Texas at Austin  
CBA 4.424, B6300, Austin, TX 78712-1174  
Phone: (512) 471-4930  
E-mail: drdaveharrison@mail.utexas.edu

#### **Craig Crossland**

Mendoza College of Business, University of Notre Dame  
102E/328 Notre Dame, IN 46556  
Phone: (574) 631-0291  
E-mail: craigcrossland@nd.edu

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