

Bryan Hong

Ivey Business School
Western University

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ACADEMIC APPOINTMENTS

Western University, Ivey Business School
Assistant Professor of Strategy; July 2012 - present

EDUCATION

University of California - Berkeley, Haas School of Business, 2006-2012

Ph.D. in Business Administration, Business and Public Policy 2012
M.S., Business Administration 2008

Indiana University - Bloomington, Kelley School of Business, 1997-2001

B.S., Finance and International Studies. Minor in Mathematics; Science and Technology Specialization. Graduated with High Distinction.

RESEARCH INTERESTS

Organization design
Strategy and firm performance

WORKING PAPERS AND WORK IN PROGRESS

“Estimating Management Practice Complementarity between Decentralization and Performance Pay” (with Lorenz Kueng and Mu-Jeung Yang)
NBER Working Paper No. 20845

“Choosing to be "Good": How managers determine their impact on financial and social performance” (with Dylan Minor; under review at *Journal of Economics and Management Strategy*) Harvard Business School Strategy Unit Working Paper No. 16-011

“Corporate Governance and Executive Compensation for Corporate Social Responsibility” (with Frank Li and Dylan Minor; revise and resubmit at *Journal of Business Ethics*)

Available at SSRN: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2553963

“Barbarians at the Gate: How environmental turbulence affects intra-organizational conflict” (with Marlo Raveendran; under review *Strategic Management Journal*)

“Avoiding Rookie Mistakes: How managerial experience and external performance feedback affect decision making”

“Tied Up and Shocked: How Relational Contracting With Suppliers Constrained Global Buyers During The 2008 Global Economic Crisis” (with Markus Taussig, Kjell Carlsson, and Sarah Reynolds; revise and resubmit at *Global Strategy Journal*)

“Sources of Firm Life-Cycle Dynamics: Differentiating Size vs. Age Effects” (with Lorenz Kueng and Mu-Jeung Yang) NBER Working Paper No. 20621

“Business Strategy and the Management of Firms” (with Lorenz Kueng and Mu-Jeung Yang) NBER Working Paper No. 20846

TEACHING EXPERIENCE

Course Instructor, Ivey Business School

Strategic Analysis and Action (Core Strategy Course), Honors in Business Administration

Overall Effectiveness Rating: 6.3/7 (2013), 6.6/7 (2014), 6.8/7 (2015)

Head Graduate Student Instructor (GSI), Haas School of Business

Reported directly to the Dean of Instruction, responsible for all issues related to graduate student instruction at Haas, overseeing approximately 200 Graduate Student Instructors each semester. Also responsible for teaching pedagogy courses for both Master’s (MBA 300) and PhD (PhD 300) students. 2011-2012

Graduate Student Instructor (GSI), Haas School of Business

MBA 299: Competitive Strategy (Core Strategy Course) 2009

Recipient of UC Berkeley Outstanding Graduate Student Instructor Award

Overall Effectiveness Rating: 6.3/7

Facilitator for Haas@Work Program, Haas School of Business

Facilitated a team of MBA students over several weeks in developing 2009

recommendations to the CEO and executive team of a major semiconductor manufacturer

COURSE DEVELOPMENT MATERIALS

Hong, Bryan, Lee, Ji-Hwan, and Kim, Kevin. "Paris Baguette: The Expansion Question." Ivey Business School Case, March 2015.

INVITED AND CONFERENCE PRESENTATIONS

Academy of Management, Vancouver	2015
Strategy and the Business Environment (SBE) Conference, Harvard Business School	2015
Strategic Management Society Conference, Madrid, Spain	2014
Academy of Management, Philadelphia	2014
Canadian Centre for Data Development and Economic Research, Statistics Canada	2013
Strategy and the Business Environment (SBE) Conference, University of Texas at Austin	2013
Alliance for Research on Corporate Sustainability (ARCS) Research Conference, University of California-Berkeley	2013
Ivey Business School, Western University	2012
Indian School of Business	2012
Korea Advanced Institute of Science and Technology (KAIST)	2012
Innovation and Institutions Conference, Harvard Business School	2011
School of Management, Boston University	2011
Ross School of Business, University of Michigan	2011
R. H. Smith School of Business, University of Maryland	2010
Olin Business School, Washington University in St. Louis	2010
Oliver E. Williamson Seminar on Institutional Analysis	2010
Consortium of Cooperation and Competition (CCC), U. of Michigan	2010
Transatlantic Doctoral Conference, London Business School	2010
UC Berkeley Economics Department Innovation / Industrial Organization Seminar, Berkeley, CA	2010

FELLOWSHIPS AND AWARDS

Peter T. Jones Research Fellowship	2011
<i>California Management Review</i> Fellowship, Haas School of Business	2010-2011
UC-Berkeley Institute of Business and Economic Research (IBER)	
Dissertation Research Grant	2008-2009
Bradley Foundation Fellowship	2007-2008
Sasakawa Doctoral Fellowship	2007
Summer Research Fellowship, Helsinki University of Technology, BIT Research Centre	2007

OTHER PROFESSIONAL EXPERIENCE

Previous experience includes investment banking (Citigroup), corporate strategic planning (Burger King), and strategy consulting (Bain and Company).

ADDITIONAL

Passed Level I CFA Exam, June 2004

PERSONAL

Citizenship: USA