

JUNGSOO AHN

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EDUCATION

Ivey Business School, Canada, Ph.D. in Management (Strategy)	2017 - Spring '23(Exp)
Yonsei School of Business, South Korea, M.S. Business	2015 - 2017
Yonsei School of Business, South Korea, B.A. Business	2005 - 2012
Lee Kong Chian School of Business, SMU, Singapore, Exchange	2010 - 2011

RESEARCH INTERESTS

- Strategic Management, Organizational Theory, Categorization, FinTech/Blockchain

I explore how categorization of firms shapes investor evaluations, thereby driving their investment decisions in two related settings, namely corporate venture capital (CVC) in the fintech space and blockchain startup crowdfunding. I draw on multiple secondary databases and supplement them with a combination of field interviews and computational text analysis techniques (e.g., natural language processing, topic modelling) to develop new theory and inform decision-making.

DISSERTATION

The Effect of Categorization in Investment Decisions in the FinTech Industry

- Committee: Jean-Philippe Vergne (*Supervisor*, UCL), Amanda Sharkey (ASU), Lee Watkiss (Ivey)
- OMT Doctoral Workshop, Academy of Management (AoM Seattle) 2022
- OMT Dissertation Proposal Workshop, Academy of Management (AoM Virtual) 2020

RESEARCH IN PROGRESS

[1] Investing outside Your Comfort Zone: The Effect of Categorization Flexibility and Granularity on Corporate Venture Capital Investment, [Job Market Paper, Under Review at **Strategic Management Journal**]

[2] The Effect of Categorical Focus on Audience Appeal: Abductive Theorizing and Evidence from New Blockchain Ventures, with *Jean-Philippe Vergne* [Under Review at **Strategic Entrepreneurship Journal**]

[3] The Value of Publishing in Top Management and International Business Journals [Commentary], with *Chengguang Li and Klaus Meyer* [Revise and Resubmit at **Journal of International Business Studies**]

[4] When Does Category Straddling Hurt Organizations: A Meta-Analysis, with *Jean-Philippe Vergne* [In preparation for submission to **Organization Science**]

[5] Symbolic and Material Category Strategies, with *Lee Watkiss* [In preparation for submission to **Organization Science**]

PUBLICATIONS

[1] Lee Watkiss and Jungsoo Ahn. 2019 “Sensemaking in and around Organizations” *Oxford Bibliographies in Management*.
<https://www.oxfordbibliographies.com/view/document/obo-9780199846740/obo-9780199846740-0158.xml>

[2] Yongha Kwon, Jungsoo Ahn, Ji-hyun Kim, and Jae-suk Yang. 2016 “The Role of Noise in a Mutual Selection and Learning Model” *Journal of East and West Studies* 28: 151-174.

HONORS, AWARDS, GRANTS

SRF Dissertation Research Grant, SMS (USD 10,000)	2020 - 2022
Kauffman Best Student Paper Award in Entrepreneurial Cognition, AoM (USD 1,000)	2020
John F. Rankin Doctoral Scholarship, Ivey Business School (CAD 5,000)	2020 - 2021
Plan for Excellence Doctoral Fellowship, Ivey Business School	2017 - 2021
National Research Scholarship for Social Science Research	2016
Honors, Yonsei University, Yonsei School of Business	2011, 2009

CONFERENCE PRESENTATIONS

- [1] “Investing outside Your Comfort Zone: The Effect of Categorization Flexibility and Granularity on Corporate Venture Capital Investment”
- Academy of Management Annual Meeting 2022
 - Strategic Management Society Annual Meeting (Scheduled) 2022
- [2] “The Effect of Categorical Focus on Audience Appeal: Abductive Theorizing and Evidence from New Blockchain Ventures”
- Oxford University Centre for Corporate Reputation Annual Symposium. 2022
 - Academy of Management Annual Meetings. 2020
 - Academy of Management Annual Meetings. 2019
- [3] “The Role of Noise in a Mutual Selection and Learning Model”
- Academy of Management Annual Meetings. 2016

CASE PUBLICATIONS

[1] Yuser: Funding Startup Growth with Token Issuance? with JP Vergne Pub Date: 2020-10-30
<https://www.iveypublishing.ca/s/product/yuser-funding-startup-growth-with-token-issuance/01t5c00000Cwq3JAAR>

[2] Scarcity Labs: NFT & Art Industry, with Hubert Pun [In preparation for submission to *Ivey Publishing*]

TEACHING EXPERIENCE

Teaching Assistant (Prof. Ji-Hyun Kim)

- Strategic Management, Undergraduate, Yonsei University 2015, 2016
- Formal Modeling in Management Studies, PhD., Yonsei University 2016

- Entrepreneurship, Undergraduate, Yonsei University 2016
- Strategic Management, MBA, Yonsei University 2016
- Strategic Management Seminar, Ph.D., Yonsei University 2015

Shadowing

- Strategic Innovation in the Age of Decentralization, MBA, Ivey Business School (Prof. Jean-Philippe Vergne) 2020
- Power and Politics in Organizations, MBA, Ivey Business School (Prof. Mark Zbaracki) 2019

LANGUAGES & COMPUTER SKILLS

Languages: Korean (mother tongue); English (fluent)

Programs: Stata, R, Python

Analytic Skills: Advanced econometric analysis of panel data, natural language processing, meta-analysis, web scraping

PROFESSIONAL EXPERIENCE

Credit Analyst, Investment Banking Division, KB Securities, South Korea 2012 - 2014
 Analyst, Strategic Planning Department, LG Electronics, South Korea 2011
 Analyst, Strategic Planning Department, Cisco Systems, South Korea 2011

SERVICE

Ad-Hoc Reviewing
 Academy of Management Annual Meetings
 Strategic Management Society Annual Meetings

REFERENCES

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 Level 38, One Canada Square,
 London E14 5AA, United Kingdom

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Chengguang Li

Professor of Strategic Management

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 Heilbronn, Germany

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