

# Jamie Seoyeon Song

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## EDUCATION

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### INSEAD

Ph.D. Candidate in Management, Entrepreneurship Area, 2021 (Expected)

*Committee:* Martin Gargiulo (Chair), Henrich Greve, Phanish Puranam, Jason P. Davis

*Strategy Research Foundation (SRF) Dissertation Scholar*

**The Wharton School**, University of Pennsylvania

Visiting Ph.D. Student in the Management Department, 2016

### Dartmouth College

B.A. in Economics with Honors, 2013

## RESEARCH INTERESTS

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Entrepreneurship, Machine Learning, Online Platforms, Social Networks, Cognition, Framing, Language

My research explores how entrepreneurs build social relationships and engage in communication with their audiences to gain support for their innovations. In particular, the three essays of my dissertation examine different ways in which entrepreneurs can communicate the value of their innovations in the age of digitization. Contrary to our previous understanding, I propose that entrepreneurs benefit from using frames that are **different** from those of their conversational partners, **ambiguous**, and **controversial** when they are interacting with their audiences on online platforms. To test these ideas, I use novel **machine learning approaches** to examine rich conversational data on Twitter and Product Hunt, an online community for discovering early-stage entrepreneurial products. Outside of my dissertation work, I also use big data on Twitter, Amazon, and the App Store to provide entrepreneurs with insights on how to leverage their digital relationships.

## DISSERTATION PAPERS

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Essay [1] **Song, Jamie Seoyeon**. “Going Beyond Conversational Partners: Entrepreneurs’ Framing and Audiences’ Support for Their Innovations in Online Platforms”

- **Job Market Paper**
- Manuscript in preparation for *Administrative Science Quarterly*

Essay [2] **Song, Jamie Seoyeon**. “Leveraging Ambiguity: Entrepreneurs’ Linguistic Ambiguity and Audiences’ Support for Their Innovation”

Essay [3] **Song, Jamie Seoyeon** & Martin Gargiulo. “Controversy Sells? The Effect of Controversy in Social Media on the Adoption of Cultural Products”

- Manuscript in preparation for *Academy of Management Journal*

## REFEREED PUBLICATIONS

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[4] Greve, Henrich R., & **Jamie Seoyeon Song**. 2017. “Amazon Warrior: How a Platform Can Restructure Industry Power and Ecology” in *Advances in Strategic Management*, 37, Jeffrey Furman, Annabelle Gawer, Brian S. Silverman, Scott Stern (ed.), pp. 299-335

[5] Bodner, Julia\*, **Jamie Seoyeon Song\***, & Gabriel Szulanski. 2019. “Heuristics to Navigate Uncertainties: Interview with Professor Kathleen M. Eisenhardt” *Journal of Management Inquiry*, 28(3): 359-365

\*equal authorship

## **OTHER WORKING PAPERS**

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[6] **Song, Jamie Seoyeon** & Jason P. Davis. “What’s in a Name? Categorical and Idiosyncratic Identity of New Organizations in Nascent Markets” – Manuscript in preparation for *Academy of Management Journal*

[7] **Song, Jamie Seoyeon** & Gokhan Ertug. “Co-Constructing Meaning around Innovation: Entrepreneurs’ Intervention in Community Discourse and Entrepreneurial Success” – *Data analysis*

[8] **Song, Jamie Seoyeon**. “Using Word Embedding to Detect Knowledge Communities” – *Data analysis*

[9] **Song, Jamie Seoyeon**. “Stay Together, Win Together: How Coalitional Delineations Affect Changes in Organizational Goals” – *Data analysis*

## **HONORS & GRANTS**

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Rudolf & Valeria Maag Scholarship in Entrepreneurship (31.9K Euros), 2020

Strategy Research Foundation (SRF) Dissertation Scholarship (10K USD), 2019

INSEAD Research Grant (6.3K Euros), 2019

Showcase Symposium, OMT/STR/TIM Divisions, AOM Annual Conference, Chicago, 2018

High Pass, INSEAD Doctoral Comprehensive Examinations, 2017

Doctoral Fellowship, INSEAD, 2015-2020

James O. Freedman Presidential Scholar, Dartmouth College, 2010-2013

Hopkins 1901 Scholar, Dartmouth College, 2009

## **RESEARCH PRESENTATIONS & INVITED PARTICIPATIONS**

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“Co-construction of Shared Understandings under Uncertainty: Computational Linguistic Approaches”

- Organizer and Presenter
- Symposium at the Academy of Management Annual Conference – Vancouver, Canada, 2020

“Going Beyond Conversational Partners: Entrepreneurs’ Framing and Audiences’ Support for Their Innovations in Online Platforms”

- CCC Doctoral Conference – Toronto, Canada, 2020
- Virtual Strategy Student Conference – 2020
- Frontiers in Managerial and Organizational Cognition Conference – Singapore, 2020 (cancelled)
- Berkeley Culture Conference – Berkeley, CA, 2021 (scheduled)

“Controversy Sells? The Effect of Controversy in Social Media on the Adoption of Cultural Products”

- Berkeley Culture Conference – Berkeley, CA, 2020
- Strategic Management Society Annual Conference – Minneapolis, MN, 2019
- First Cut – Singapore, 2019
- Academy of Management Annual Conference – Chicago, IL, 2018

“What’s in a Name? Categorical and Idiosyncratic Identity of New Organizations in Nascent Markets”

- Strategic Management Society Annual Conference – Minneapolis, MN, 2019
- West Coast Research Symposium – San Francisco, CA, 2019
- Academy of Management Specialized Conference – Surrey, UK, 2018
- Academy of Management Annual Conference – Atlanta, GA, 2017

- Doriot Entrepreneurship Conference – Fontainebleau, France, 2017
- Kauffman Doctoral Consortium – College Park, MD, 2017
- INSEAD Entrepreneurship Workshop – Singapore, 2016

“Online Community Interactions: Knowledge Communities, Network Dynamics, and Content Development”

- Organizer and Presenter
- Showcase Symposium at the Academy of Management Annual Conference – Chicago, IL, 2018

“Amazon Warrior: How a Platform Can Restructure Industry Power and Ecology”

- Advances in Strategic Management Research Workshop – Boston, MA, 2016
- West Coast Research Symposium – Seattle, WA, 2016

“Stay Together, Win Together: How Coalitional Delineations Affect Changes in Organizational Goals”

- INSEAD-Wharton Doctoral Consortium – Philadelphia, PA, 2017

## **INVITED CONSORTIA/WORKSHOPS**

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AOM OMT Doctoral Consortium – Vancouver, Canada, 2020

SRF Dissertation Scholar Workshop – Minneapolis, MN, 2019

West Coast Research Symposium, Doctoral Consortium – San Francisco, CA, 2019

AOM STR Dissertation Consortium – Boston, MA, 2019

AOM TIM Doctoral Consortium – Boston, MA, 2019

SMS Doctoral Consortium – Houston, TX, 2017

Smith Entrepreneurship Research Conference, Doctoral Consortium – College Park, MD, 2017

INSEAD-Wharton Doctoral Consortium – Philadelphia, PA, 2017

ASQ Paper Development Workshop – Atlanta, GA, 2017

OMT Dissertation Proposal Workshop – Atlanta, GA, 2017

## **TEACHING**

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Principles of Network Analysis, Ph.D. course, 2019

- Teaching Assistant for Professor Martin Gargiulo

Prices & Markets, MBA core course, 2017

- Course instructor – led seven MBA tutorial sessions

Principles of Strategy Analysis, MBA core course, 2016

- Graded exams for Professor Ithai Stern and Professor Daniel Simonovich

## **SERVICE**

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Member and Reviewer, Academy of Management Conference (OMT/STR/TIM Divisions), 2016-

Reviewer, Academy of Management Specialized Conference on Big Data, 2018

Member and Reviewer, Strategic Management Society, 2016-

Reviewer, INSEAD – Wharton Doctoral Consortium, 2016-

PhD Area Representative, Entrepreneurship and Family Enterprise Department, 2019-

## **PROFESSIONAL EXPERIENCE**

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**Amazon.com**, Seattle, WA, 2013-2015

**McKinsey & Company**, Seoul, Korea, 2012

## **OTHER INFORMATION**

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**Technical Skills:** STATA, Python, SQL, R

**Languages:** English (fluent), Korean (fluent), Spanish (basic)

## **REFERENCES**

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### **Martin Gargiulo**

The Shell Chaired Professor of Human Resources and Organisational Development

Email: [martin.gargiulo@insead.edu](mailto:martin.gargiulo@insead.edu)

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Address: INSEAD, 1 Ayer Rajah Avenue, 138676, Singapore

### **Henrich Greve**

The Rudolf and Valeria Maag Chaired Professor in Entrepreneurship

Email: [henrich.greve@insead.edu](mailto:henrich.greve@insead.edu)

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Address: INSEAD, 1 Ayer Rajah Avenue, 138676, Singapore

### **Phanish Puranam**

The Roland Berger Chaired Professor of Strategy and Organisation Design

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### **Jason P. Davis**

Associate Professor of Entrepreneurship

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