

# YUN HA CHO

Ross School of Business, University of Michigan  
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## EDUCATION

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<b>University of Michigan, Ross School of Business</b> , Ann Arbor, Michigan	2018-2024
<b>University of Michigan, Department of Sociology</b> , Ann Arbor, Michigan	(expected)
PhD Candidate in Business Administration (Strategy) and Sociology	
Dissertation: Essays on Workers' Meaning-Making of Algorithms – A Case of Content Creators on Social Media Platforms	
Committee: Derek Harmon (Strategy co-chair), Mark Mizruchi (Sociology co-chair), Jerry Davis, Jim Westphal, and Charlene Zietsma	
<b>Seoul National University, College of Business</b> , Seoul, South Korea	
<b>Seoul National University, College of Social Sciences</b> , Seoul, South Korea	
MS in Strategy/International Business (Advisor: Sun Hyun Park)	2016-2018
BA in Anthropology & BS in Business Administration	2011-2016
<b>Université Paris Diderot, UFR Science Sociales</b> , Paris, France	2013-2014
Exchange student, Focus on Cultural Anthropology	

## RESEARCH INTEREST

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Future of Work, Entrepreneurship, (Social Media) Platforms, Cultural Narratives, Mixed-Methods

## PUBLICATIONS

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Harmon, D., Rhee, E., & **Cho, Y. H.** (2023). **Building a bridge to the future: Prospective legitimation in nascent markets.** *Strategic Management Journal*. ([Link](#))

## RESEARCH IN PROGRESS

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**Cho, Y.** "Platform Workers' Imaginaries of Algorithms and the Preservation of Self-Worth – A Case of Content Creators on Social Media Platforms" (Job market paper)

**Cho, Y.**, Hurst, R., & Jue-Rajasingh, D. "Managing marginalized entrepreneurial identity for the creation of new markets: Evidence from Muslim American entrepreneurs"

- Supported by the Kauffman Knowledge Challenge Student Grant (\$21,750)

**Cho, Y.** "Maintaining the Dream: Symbolic Institutional Maintenance Through the American Dream Narrative of Immigrant Entrepreneurs"

- Nomination for Student Best Paper, European Group for Organizational Studies (Virtual, July 2021)

**Cho, Y.**, & Park, S. H. "How Are Other Elites Doing?: Social Identity, Comparison, and Aspiration of CEOs in Firm Risk-Taking"

## RESEARCH IN PROGRESS (CONTINUED)

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Choe, S., Park, S. H., & **Cho, Y.** "Self-inflicted Struggles and Triumphs: Initiating Strategic Change Through Crisis Construction"

## PAPER PRESENTATIONS

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Platform Workers' Imaginaries of Algorithms and the Preservation of Self-Worth – A Case of Content Creators on Social Media Platforms

- Academy of Management Annual Meeting (Boston, Massachusetts) 2023
- Wharton People and Organizations Conference (Philadelphia, Pennsylvania) 2022

- Oxford Professional Development Workshop (Oxford, United Kingdom) 2023
- Academy of Management Annual Meeting (Seattle, Washington) 2022
- Global Perspective on Platforms and Cultural Production (Amsterdam, Netherlands) 2022
- Boston University Precarity Lab (Virtual) 2022

Managing marginalized entrepreneurial identity for the creation of new markets: Evidence from Muslim American entrepreneurs

- Academy of Management Annual Meeting (Boston, Massachusetts) 2023

Maintaining the Dream: Symbolic Institutional Maintenance Through the American Dream Narrative of Immigrant Entrepreneurs

- European Group for Organizational Studies Colloquium (Virtual) 2020

How Are Other Elites Doing?: Social Identity, Comparison, and Aspiration of CEOs in Firm Risk-Taking

- Strategic Management Society Conference (Virtual) 2020
- Strategic Management Society Conference (Houston, Texas) 2017

Self-inflicted Struggles and Triumphs: Initiating Strategic Change Through Crisis Construction

- Academy of Management Annual Meeting (Chicago, Illinois) 2018

### **AWARDS, GRANTS, & FELLOWSHIPS**

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University of Michigan Ross School of Business Doctoral Research Grant (\$4,000)	2023
University of Michigan Rackham Professional Development Grant (\$400)	2022
Kauffman Knowledge Challenge Student Grant (with Diana Jue-Rajasingh and Reuben Hurst) (\$21,750)	2020
Flamholtz Award for Entrepreneurship Research	2020
University of Michigan Rackham Graduate Student Research Grant (\$1,500)	2020
Early Candidacy Grant, Ross School of Business, University of Michigan (\$1,000)	2020
Korea Foundation for Advanced Studies, Doctoral Study Abroad Program Scholarship	2018-2023

### **ORGANIZED CONFERENCE SESSIONS**

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Managing marginalized identities for entrepreneurial success	2023
<ul style="list-style-type: none"> <li>• Symposium, Academy of Management Annual Meeting (Boston, Massachusetts), sponsored by ENT, OMT, and SIM</li> <li>• Presenters: Diana Jue-Rajasingh, Ouafaa Hmaddi, Suntae Kim, Tiantian Yang, Peter Younkin, Martin Ruef (Discussant)</li> </ul>	
Putting the YouTuber Front and Center: Organizational Dynamics on Online Platforms	2023
<ul style="list-style-type: none"> <li>• Symposium, Academy of Management Annual Meeting (Boston, Massachusetts), sponsored by MOC, Co-organized with Jenna Song</li> <li>• Nominated for the MOC Division Best Symposium Award</li> <li>• Presenters: Jenna Song, Njoke Thomas, Matt Rafalow, Dan Wang (Discussant)</li> </ul>	
The Influencer Economy: Exploring the Work of Social Media Cultural Production	2022
<ul style="list-style-type: none"> <li>• Symposium, Academy of Management Annual Meeting (Seattle, Washington; August 2022), sponsored by OMT, Co-organized with Farnaz Ghaedipour</li> <li>• Presenters: Njoke Thomas, Judith Clair, Julianna Pillemer</li> </ul>	

### **CONFERENCE & WORKSHOP PARTICIPATION**

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Academy of Management STR Dissertation Consortium (2023), Academy of Management OMT Doctoral Consortium (2022), The Medici Summer School in Management Studies (2022)

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## RESEARCH AFFILIATION

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**Precarity Lab**, Boston University ([Link](#)) 2020-Present

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## PROFESSIONAL SERVICES

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*Administrative Science Quarterly* Student Blog, organizing committee 2022-2023  
University of Michigan Ross School of Business PhD Forum, social co-chair 2019-2020  
*Administrative Science Quarterly* Student Blog, contributor 2019  
Reviewer for Academy of Management Annual Meeting 2018, 2023

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## TEACHING & TA EXPERIENCES

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### Primary Instructor

Strategy 320: Business and Corporate Strategy Fall 2021

- Evaluation 4.6/5.0
- University of Michigan Ross School of Business, Ann Arbor, Michigan
- Undergraduate core course of 78 students, a full-semester course
- Designed the syllabus, selected cases, created assignments, and worked with an MBA-student grader and an undergraduate teaching assistant
- Virtual due to COVID-19

### Teaching Assistant

Environmental Shifts and Strategic Innovation (Professor Sun Hyun Park) 2017

- Seoul National University, Seoul, South Korea
- Executive MBA

Strategic Management (Professor Sun Hyun Park) 2016

- Seoul National University, Seoul, South Korea
- Undergraduate core course

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## INDUSTRY EXPERIENCE

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**Boston Consulting Group**, Research Assistant, Seoul, South Korea 2015

**Deloitte Consulting**, Intern, Seoul, South Korea 2014

**UNESCO Asia-Pacific Center for International Understanding**, Intern, Seoul, South Korea 2013

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## OTHER

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**Languages:** English, Korean, French (DALF C2)