

Hyoju Jeong

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ACADEMIC POSITION

Tulane University, A. B. Freeman School of Business

2022-present

Visiting Assistant Professor in Management

EDUCATION

University of Minnesota, Carlson School of Management

2022

Ph.D. in Business Administration

Concentration: Strategic Management and Entrepreneurship

Committee: Aseem Kaul (co-advisor), Jiao Luo (co-advisor), Myles Shaver (Chair), Janna Johnson

New York University, Stern School of Business

Fall 2020-Spring 2021

Virtual visiting scholar program. Mentor: Robert Seamans

Korea University

2016

M.S. in Business Administration

Concentration: Strategy and International Business

Korea University

2012

B.B.A. in Business Administration

RESEARCH INTERESTS

Non-market Strategy, Competitive Strategy, Technology diffusion, Comparative governance

DISSERTATION

“Understanding Digital Inequality and the Role of Cooperatives”

SRF Dissertation Research Grant, Strategic Management Society (2020)

McNamara Women's Fellowship, University of Minnesota (2020)

WORKING PAPERS

Hyoju Jeong, Aseem Kaul, and Jiao Luo. “Desert Places: Cooperatives as Infrastructure Providers in Marginalized Areas.” *First Essay of Dissertation*.

Revise & Resubmit at *Strategic Management Journal*.

(Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3627826)

Hyoju Jeong. “Cooperative as an Entrant and Incumbents’ Technology Upgrades.” *Second Essay of Dissertation & Job Market Paper*.

Winner, Best Conference PhD Paper Prize, 2021 Strategic Management Society Annual meeting

Nominee, Best Conference Paper Prize, 2021 Strategic Management Society Annual meeting

WORK IN PROGRESS

Hyoju Jeong. “Role of Cooperative Broadband Provision on Entrepreneurial Activities in Marginalized Areas: Evidence from New Clinic Openings and Telehealth Usage”. Analyzing data.

Hyoju Jeong. “Unlocking the Credit Market During Crisis: Government Partnership with Big Banks Vs. Community Banks on Small Business Lending”. Cleaning data.

CONFERENCE & INVITED PRESENTATIONS

Hyoju Jeong. "Cooperative as an Entrant and Incumbents' Technology Upgrades."
Strategic Management Society Annual Conference (Virtual, September 2021)
Academy of Management Annual Conference (Virtual, August 2021)
Nonmarket Strategy Research Community (Virtual, May 2021)
Consortium for Competitiveness and Cooperation Industry Dynamics Brown Bag (Virtual, May 2021)
Visiting Scholars' Brown Bag at New York University (Virtual, April 2021)

Hyoju Jeong, Aseem Kaul, and Jiao Luo. "Desert Places: Cooperatives as Infrastructure Providers in Marginalized Areas."

Santa Clara University (Virtual, April 2021)*
Harvard University (Virtual, March 2021)*
Washington University in St. Louis (Virtual, February 2021)*
North Carolina State University (Virtual, February 2021)*
University of Pennsylvania (Virtual, February 2021)*
Ohio State University (Virtual, February 2021)*
University of Colorado Boulder (Virtual, December 2020)*
Columbia University (Virtual, December 2020)*
Society for Institutional & Organizational Economics (Virtual, June 2020)*
Consortium for Competitiveness and Cooperation, Toronto, CA (Virtual, June 2020)
Wharton Technology and Innovation Conference, Philadelphia, PA (Virtual, June 2020)
Strategy Science (Virtual, May 2020)*
INSEAD (Virtual, May 2020)*
Strategic Management Society Annual Meeting, Minneapolis, Minnesota (October 2019)

Hyoju Jeong, Jon Jungbien Moon, and Jiyoung Shin. "Stakeholder Pressure and MNEs' Environmental R&D"(Master's Thesis)

Academy of Management Annual Meeting, Atlanta, Georgia (August 2017)
Academy of International Business Annual Meeting, Bengaluru, India (June 2015)

* Presented by a coauthor

TEACHING EXPERIENCE

Full Instructor (In charge of designing the entire course, teaching, grading & etc.):

Fundamentals of Management (undergraduate, 65 students, 3 credits), Spring 2019

Best Teaching Award for academic year 2018-2019

Teaching Evaluation Score: 5.5/6

Teaching Assistant:

Business Strategy, University of Minnesota (Spring 2020)

Introduction to Entrepreneurship, University of Minnesota (Fall 2019)

Industry Analysis (MBA), University of Minnesota (Fall 2018)

International Environment of Business (MBA), University of Minnesota (Spring 2018)

Applied Technology Entrepreneurship (Undergraduate), University of Minnesota (Fall 2017)

Corporate Responsibility and Ethics (Undergraduate), University of Minnesota (Spring 2017)

Corporate Responsibility (MBA), University of Minnesota (Fall 2016)

Corporate Social Responsibility (MBA), Korea University (Fall 2014)

Managerial Economics (MBA), Korea University (Spring, 2014)

International Business (Undergraduate), Korea University (2013-2014)

HONORS AND AWARDS

Winner, Best Conference PhD Paper Prize, Strategic Management Society Annual Meeting (2021)
Nominee, Best Conference Paper Prize, Strategic Management Society Annual Meeting (2021)
SRF Dissertation Research Grant, Strategic Management Society (2020)
McNamara Women's Fellowship, University of Minnesota (2020)
Carlson School PhD Best Teaching Award, University of Minnesota (2019)
Carlson School Conference Travel Grant, University of Minnesota (2016-2021)
Best paper award (Korean Academy of International Business) for master's thesis (2016)
Conference Travel Fellowship, Korea University (2015)
Teaching Assistant Scholarship, Korea University (2013-2014)

PROFESSIONAL DEVELOPMENT

Academy of Management TIM Division Doctoral Consortium (Virtual, August 2021)
Academy of Management STR Division Dissertation Consortium (Virtual, July 2021)
Strategy Science Conference PhD workshop (Virtual, April 2020)
Academy of Management STR Division Doctoral consortium (Virtual, August 2020)

SERVICE

Reviewer for Academy of Management Annual Meetings
Reviewer for Strategic Management Society
Session Chair for Academy of Management Annual Meeting (Virtual, 2021)
Volunteer for Strategic Management Society (Minneapolis, 2019)

DATA MANAGEMENT SKILLS

STATA, ArcGIS Pro, QGIS, R, MATLAB, MySQL, Python

INDUSTRY EXPERIENCES

Daewoo-Mangalia Heavy Industries, (Mangalia, Romania 2010)
A.T. Kearney (Seoul, Korea 2009)

REFERENCES

Aseem Kaul

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Jiao Luo

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