

Jong Sig (Sik) Chung

Wisconsin School of Business, University of Wisconsin-Madison
975 University Ave, Madison, WI 53706

Email: sik.chung@wisc.edu


ACADEMIC APPOINTMENT

Wisconsin School of Business, University of Wisconsin-Madison

Assistant Professor, Department of Management and Human Resources

Madison, WI

2025-Present

EDUCATION

McCombs School of Business, The University of Texas at Austin

PhD in Management (Concentration: Strategy)

Austin, TX

2025

SKK Business School, Sungkyunkwan University

MS in Management (Concentration: Strategy)

Seoul, Korea

2019

SKK Business School, Sungkyunkwan University

BBA in Business Administration

Seoul, Korea

2017

RESEARCH INTEREST

Keywords : Strategy; Algorithm; Human Interaction; Collaboration; Platform

We are living through a shift in which algorithm-driven technologies are transforming how humans interact, collaborate, and learn. This raises two questions that guide my research: (1) *how do algorithms shape human interaction, collaboration, and learning?* and (2) *how can managers strategically harness algorithms to influence these processes within organizations?*

RESEARCH

Working Papers

- **Chung J. S.** How Does Algorithmic Assistance Impact Human Performance? Evidence from Algorithm-Assisted Evaluation in Software Development. (Dissertation 2nd Essay)
 - Job Market Paper
- Toh, P. K., **Chung, J. S.** Algorithm Learning: Benefits of Third-Party Human-Intermediaries' Co-Existence with Algorithm on Platforms. (Manuscript Ready)
- **Chung, J. S.**, Toh, P. K. Competitive Crowding and Complementor Participation in Platform-Based Ecosystems: A Study of the Instagram Platform. (Manuscript Ready)
 - AOM Best Paper Proceedings (STR Division), Spring 2023

Work-in-Progress

- Polidoro, F., **Chung, J. S.** Strategies for Social Insertion into Collaboration Networks: Trade-offs Between Collaborative and Standalone Entries. (Writing and Data Analysis)
 - Runner-up, Best Proposal Award, SMS (Cooperative Strategies Interest Group), 2022
- Agarwal S., Miller C. D., **Chung J. S.** Product Abandonment in Platform. (Writing and Data Analysis)
- **Chung J. S.** A Practical Approach to Unveiling New Research Dimensions in the Study of Algorithms and Collaboration. (Dissertation 1st Essay)
- **Chung J. S.** Stale Innovation: How Algorithms Shape Communication Patterns in Collaborative Projects. (Dissertation 3rd Essay)

CONFERENCES, INVITED TALKS, WORKSHOPS

Presentations

- How Does Algorithmic Assistance Impact Human Performance? Evidence from Algorithm-Assisted Evaluation in Software Development.
 - INFORMS 2025, Atlanta, GA.
 - CCC Doctoral Conference 2024, St. Louis, MO.
- Algorithm Learning: Intermediary Tradeoff and Strategic Purpose of Having Influencers on Instagram.
 - Academy of Management 2024, Chicago, IL.
- Competition-Based Network Effect and Heterogeneity in Participation Channels within Platform-Based Ecosystems.
 - Academy of Management 2023, Boston, MA.
 - Strategic Management Society 2022, London.
 - McCombs Annual PhD Research Conference 2022, Austin, TX.

Symposia

- Co-organizer, *Predictive Technologies and Firm Innovation*. Academy of Management 2024, Chicago, IL.

Workshops

- Academy of Management TIM Doctoral Consortium 2024. Chicago, IL.
- Academy of Management STR Dissertation Consortium 2024. Chicago, IL.
- Annual Data Workshop and Empirical Research Conference on Standardization 2022. Northwestern Center on Law, Business and Economics.
- Strategy Science Doctoral Workshop and Conference 2022. NYU Stern School of Business.

TEACHING & RESEARCH EXPERIENCE

McCombs School of Business, UT Austin (RA) 2025

Data Analysis (Prof. Shiva Agarwal)

McCombs School of Business, UT Austin (Sole Instructor) 2022

General Management and Strategy (MAN S374)

Instructor Ratings: 4.6/5.0

McCombs School of Business, UT Austin (TA) 2020-2023

Strategic Management (MBA & EMBA)

SKK Business School, Sungkyunkwan University (TA) 2017-2019

Strategic Management (MBA), Corporate Entrepreneurship, Strategic Management

AWARDS, GRANTS, SCHOLARSHIPS

Winner, Samsung Global Research Scholarship 2024

Association of Korean Management Scholars

Graduate Continuing Bruton Fellowship 2023

University of Texas at Austin

Runner-up, Best Proposal Award 2022

Strategic Management Society, Cooperative Strategies Interest Group

Graduate School Summer Fellowship 2022

University of Texas at Austin

McCombs-Provost PhD Research Fund 2022

University of Texas at Austin

Northwestern CLBE Travel Grant 2022

Northwestern University

McCombs School of Business Doctoral Fellowship 2019–Present

University of Texas at Austin

Graduate School Connected Scholarship 2017–2018

Sungkyunkwan University

Class Aid Scholarship 2017–2018

Sungkyunkwan University

Dean's List (Undergraduate) 2016–2017

Sungkyunkwan University

Patriot Scholarship (Undergraduate) 2013–2016

Ministry of Patriots and Veterans Affairs, Korea

Samsung Scholarship (Undergraduate) 2011–2012

Samsung Foundation, Korea

SERVICE

Reviewer: Strategic Management Journal, Strategic Management Society, Academy of Management

Membership: Strategic Management Society, Academy of Management

SKILLS

Programming Languages: Python, STATA, L^AT_EX

Visualization Tools: R, Gephi

Database Management: MySQL, BigQuery

REFERENCES

PK Toh

Professor

Nanyang Business School

Nanyang Technological University

puaykhoo.toh@ntu.edu.sg

Cameron Miller

Associate Professor

Whitman School of Management

Syracuse University

cdmiller@syr.edu

Martin Ganco

Professor

Wisconsin School of Business

University of Wisconsin-Madison

ganco@wisc.edu

Ram Ranganathan

Associate Professor

McCombs School of Business

University of Texas at Austin

ram.ranganathan@mcombs.utexas.edu

Shiva Agarwal

Assistant Professor

McCombs School of Business

University of Texas at Austin

shiva.agarwal@mcombs.utexas.edu