Jong Sig (Sik) Chung

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

Email: sik.chung@wisc.edu
in G 🎓

ACADEMIC APPOINTMENT

Wisconsin School of Business, University of Wisconsin-Madison — Madison, WI
Assistant Professor, Department of Management and Human Resources — *2025-Present*

EDUCATION

McCombs School of Business, The University of Texas at Austin — Austin, TX
PhD in Management (Concentration: Strategy) — *2025*

SKK Business School, Sungkyunkwan University — Seoul, Korea
MS in Management (Concentration: Strategy) — *2019*

SKK Business School, Sungkyunkwan University — Seoul, Korea
BBA in Business Administration — *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

- Agarwal S., Miller C. D., **Chung J. S.** Product Abandonment in Platform. (Writing and Data Analysis)

- 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

- **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, LaTeX
Visualization Tools: R, Gephi
Database Management: MySQL, BigQuery