

Seung-Hwan Jeong

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Terry College of Business
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ACADEMIC POSITIONS

Terry College of Business, University of Georgia	
Associate Professor of Management	2024-Present
Assistant Professor of Management	2020-2024
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J. Mack Robinson College of Business, Georgia State University	2018-2020
Department of Management	
Assistant Professor	

EDUCATION

McCombs School of Business, University of Texas at Austin	2018
Ph.D. in Management, Department of Management	
Korea University Business School, Korea University	2012
M.S. in Business Administration	
Bachelor in Business Administration (BBA)	2010
Marshall School of Business, University of Southern California	2009
Foreign Exchange Student	

PUBLICATIONS IN REFEREED JOURNALS

(† denotes current UGA student at time of submission; †† denotes former UGA student at time of submission)

Lim, S., Jeong, S.-H. (Forthcoming) Multi-Founding Family Firms: Effects on Firm Governance, Innovation, and Performance. *Entrepreneurship Theory and Practice*.

Jeong, S.-H., Mooney, A., Zhang, Y., Quigley, T. J. (2023) How do Investors Really React to the Appointment of Black CEOs? A comment on Gligor et al. 2021. *Strategic Management Journal*, 44: 1733-1752.

Jeong, S.-H., Kim, H., & Kim, H. (2022). Strategic Nepotism in Family Director Appointments: Evidence from Family Business Groups in South Korea. *Academy of Management Journal*, 65: 656–682.

Kim, Y.†, Busenbark, J.R., **Jeong, S.-H.**, Lam, S.K. (2022). The Performance Impact of Marketing Dualities: A Response Surface Approach to Resolving Empirical Challenges. *Journal of the Academy of Marketing Science*, 1-26.

Campbell, R. J.†, **Jeong, S.-H.**, & Graffin, S. D. (2019). Born to take risk? The effect of CEO birth order on strategic risk taking. *Academy of Management Journal*, 62: 1278–1306.

Finalist, 2017 Strategic Management Society best conference PhD paper prize

Jeong, S.-H. & Harrison, D.A. (2017). Glass Breaking, strategy making, and value creating: Meta-analytic outcomes of women as CEOs and TMT members. *Academy of Management Journal*, 60: 1219-1252. [Lead article]

Finalist, 2022 Sucheta Nadkarni Award for Outstanding Publication on Women Executive Leadership

MANUSCRIPTS UNDER REVIEW

Jeong, S.-H., Kang, S., Byron, K. Bottom-Up Effects of Female Strategic Leadership: Firm Performance Effects through Employees. *Revise and Resubmit (R&R) at Strategic Management Journal*

2022 Best paper award, Academy of Management, STR division, Strategic Leadership and Corporate Governance track

SELECTED WORKS IN PROGRESS

Murphy, A. M., **Jeong, S.-H.**, Kang, S., The East Asian CEO Pay Discount and the Bias-Mitigating Role of Diverse Boards. *Target journal: Organization Science. Status: Manuscript preparation*

Jeong, S.-H., Xia, Y., Orlandi, I., Aghasi. A. Does Masculinity Pay? How Executives' Masculine (vs. Feminine) Communicative Patterns and Gender Affect Compensation
Target journal: Academy of Management Journal. Status: Manuscript preparation

Jeong, S.-H., Murphy, M., Mooney, A., Reddick, J.†. Board director DEI activism. *Target journal: Administrative Science Quarterly. Status: Data collection*

You, J., **Jeong, S.-H.** Family Firms and Environmental Performance. *Target journal: Academy of Management Journal. Status: Data collection*

Jeong, S.-H., Cao, S., Fei, X., Li., L. Legal Mind at the Helm: General Counsel in Top Management and Firm Innovation. *Target journal: Academy of Management Journal. Status: Manuscript preparation*

CONFERENCE PROCEEDINGS

Jeong, S.-H., Kang, S., Byron, K. (2022) Bottom-Up Effects of Female Executives: Firm Performance Effects through Middle and Lower Management. *Academy of Management Best Paper Proceedings*

Jeong, S.-H., Murphy, A. M., Zhang, Y. (2021) "Investor Reactions to Minority CEO Appointments: The Intersection of Race-Ethnicity and Gender" *Academy of Management Best Paper Proceedings*.

Campbell, R.J.†, **Jeong, S.-H.**, & Graffin. S. (2018). "Born to Take Risk? The Effect of CEO Birth Order on Strategic Risk Taking." *Academy of Management Best Paper Proceedings*.

CONFERENCE PRESENTATIONS AND CONSORTIA

Zhang, Y., Murphy, A. M., **Jeong, S.-H.** Scapegoats or Change Agents?: Examining the Promotion of Racial Minority CEOs to Firms in Crisis. Southern Management Association, St. Pete Beach, FL, 2023

Winner: Best Overall Doctoral Student Paper - SMA 2023

You, J., **Jeong, S.-H.** Family Firms and Environmental Performance: Their Dark and Dirty Side? Strategic Management Society, Toronto, Canada, 2023

Murphy, A. M., **Jeong, S.-H.**, Kang, S., The East Asian CEO Pay Discount. Strategic Management Society, Toronto, Canada, 2023

Jeong, S.-H., Kang, S., Byron, K. Bottom-Up Effects of Female Strategic Leadership: Firm Performance Effects through Employees. In Zhang, M., Li, X. (Organizers), *Top Down and Bottom Up: Connecting Strategic Leadership and Employees*. Symposium conducted at the annual meeting of the Academy of Management. Boston, MA, 2023

Zhang, Y., Murphy, A. M., **Jeong, S.-H.** Scapegoats or Change Agents?: Examining the Promotion of Racial Minority CEOs to Firms in Crisis. Academy of Management, Boston, MA, 2023

Murphy, A. M., **Jeong, S.-H.**, Kang, S., The East Asian CEO Pay Discount. Academy of Management, Boston, MA, 2023

Jeong, S.-H., Xia, Y., Orlandi, I., Aghasi, A. Does Masculinity Pay? How Executives' Masculine (vs. Feminine) Communicative Patterns and Gender Affect Compensation. Strategic Management Society, London, UK, 2022

Zhang, Y., Murphy, A. M., **Jeong, S.-H.** Racial Minority CEOs and Likelihood of Dismissal. Strategic Management Society, London, UK, 2022

Jeong, S.-H., Murphy, A. M., Zhang, Y., Quigley, T. J. How do Investors Really React to the Appointment of Black CEOs? Academy of Management, Seattle, WA, 2022

Jeong, S.-H., Kang, S., Byron, K. Bottom-Up Effects of Female Strategic Leadership: Firm Performance Effects through Employees. Academy of Management, Seattle, WA, 2022

Jeong, S.-H., Murphy, A. M., Zhang, Y. Racial Minority CEOs: Examining the Higher Bar for Advancement and Investor Reactions. Academy of Management, Virtual, 2021

Campbell, R. J. ††, **Jeong, S.-H.**, & Villalpando, D. Succession Signals: Earnings Call Participation and CEO Succession. Strategic Management Society, Virtual, 2021

Jeong, S.-H., Murphy, A. M., Zhang, Y. Investor Reactions to Racial-Ethnic Minority CEO Appointments. Strategic Management Society, Virtual, 2021

Lim, S., **Jeong, S.-H.** More Families are Better? How Multiple Founding Families Could Create Value through Governance and Innovation. Strategic Management Society, Virtual, 2020

Jeong, S.-H., Ahn, H.S., Oliver, A.††, Kim, H. What Makes Family CEO Succession Successful? Experimental and Event Study-Based Evidence of Stakeholder Perceptions. Strategic Management Society, Virtual, 2020

Campbell, R. J. ††, **Jeong, S.-H.**, Graffin, S.D., & Yoon, E†. CEO Social Class Background and Corporate Social Responsibility. Academy of Management, Virtual, 2020

Jeong, S.-H., Busenbark, J.R., Kim, Y.†, Lam, S.K., Balancing, Combining, or Both? Revisiting the Organizational Ambidexterity Hypothesis Using Polynomial Regression and Response Surface Modeling. Strategic Management Society, Minneapolis, MN, 2019

Yoon, E.H.†, Campbell, R.J.††, Graffin, S., **Jeong, S.-H.** Always Aspiring: Effects of CEO Immigrant Status and Organizational Aspiration Levels on Strategic Change. Strategic Management Society, Minneapolis, MN, 2019

Jeong, S.-H., Kim, H., & Kim, H. Set Up to Succeed? Strategic Nepotism in Family Business Groups' Board Appointments. Academy of Management, Boston, MA, 2019

Jeong, S.-H., Kang, S., Byron, K. Bottom-Up Effects of Top Women: Female Executives' Impact on Firm Performance Through Lower-Level Employees. Strategic Management Society, Las Vegas, NV, 2019

Oliver, A.†, Mitchell, M. S., **Jeong, S.-H.**, Hill, E.†, & Pfarrer, M. D. Win, lose or draw? The implications of CEO gender and strategic trash-talk. Strategic Management Society, Paris, France, 2018

Nair, K., **Jeong, S.-H.**, Zajac, E. Long Live the Queen! Matriarch Deaths and Intensifying Sibling Conflict in Family Business Groups. Strategic Management Society, Hyderabad, India, 2018

Campbell, R.J.†, & **Jeong, S.-H.** Born to take risk: The effects of CEO birth order on strategic risk-taking. Academy of Management, Chicago, IL, 2018

Campbell, R.J.†, & **Jeong, S.-H.** Born to take risk: The effects of CEO birth order on strategic risk-taking. Strategic Management Society, Houston, TX, 2017

2016 BPS Doctoral Consortium, Academy of Management Meeting, Anaheim, CA. Invited participant

Jeong, S.-H. Effects of CEO cognitive complexity on strategic change: Evidence from text-analysis of language style. Strategic Management Society, Denver, CO, 2015

Jeong, S.-H. Effects of CEO cognitive complexity on firm strategy: Evidence from text-analysis of language style. Academy of Management, Vancouver, Canada, 2015

Jeong, S.-H. & Harrison, D.A. Breaking glass: Meta-analytic resolution of the firm performance effects of female strategic leadership. Academy of Management, Philadelphia, PA, 2014

Jeong, S.-H. & Kim, H. When do family members join boards? Legitimacy-building strategies for family members. Academy of Management, Boston, MA, 2012

Jeong, S.-H. & Kim, H. When do family members join boards? An institutional perspective. Strategic Management Society, Miami, FL, 2011

INVITED TALKS AND PANELS

Executive Leadership Council, LinkedIn Live Forum: Making the Business Case for DEI in Corporate America, Panelist, December 2022

Georgia State University, Research seminar, invited speaker, November 2022

Strategic Management Society, “Broadening DEI Research: A Discussion of Under-studied Forms of Diversity and Issues of Equity and Inclusion,” Panelist, September 2022

Korea University, Research seminar, invited speaker, April 2022

London School of Economics, Informal Ph.D. brown-bag session, Guest speaker, October 2020

MEDIA COVERAGE

Washington Post. October, 2022. Study: When companies hire Black CEOs, their stock jumps [Link](#)

Fortune. September, 2022. When a Black CEO is appointed, it benefits the company’s stock, according to new research [Link](#)

CNBC. November, 2022. When companies appoint Black CEOs, their market caps jump by 3.1%—here’s why, new study says. [Link](#)

Dong-A Ilbo. October, 2020. Later-Borns Invest in Riskier Business Activities than First-borns (In Korean) [Link](#)

Dong-A Business Review. September, 2020. Later-Borns Invest in Riskier Business Activities than First-borns (In Korean) [Link](#)

Medium. November 14, 2018. Women Bring More Skills, Better Performance to the C-Suite. [Link](#)

Knowledge@Wharton. May 18, 2017. Does Gender Diversity on Boards Really Boost Company Performance? [Link](#)

Texas Enterprise. November 4, 2016. Women Bring More Skills, Better Performance to C-Suite.

HONORS AND AWARDS

Best paper award, Academy of Management, STR division, Strategic Leadership track	2022
Finalist, Sucheta Nadkarni Award for Outstanding Publication on Women Executive Leadership	2022
Certificate for Outstanding Teaching Performance, Robinson College of Business, GSU	2019
SMS Outstanding Reviewer Award, Strategic Leadership and Governance IG	2018
Finalist, SMS conference best PhD paper prize	2017
Graduate School Continuing Fellowship, UT Austin	2016

Bruton fellowship, UT Austin	2016
Schoeman fellowship, UT Austin	2015
William W. and Ruth F. Cooper Endowed Presidential Fellowship, UT Austin	2015

PROFESSIONAL SERVICE AND ACTIVITIES**Editorial Service**

Editorial Board Member, *Strategic Management Journal*, 2022-Present

Reviewing: Journals

Ad hoc reviewer, Strategic Management Journal
Ad hoc reviewer, Academy of Management Journal
Ad hoc reviewer, Organization Science
Ad hoc reviewer, Journal of Management
Ad hoc reviewer, Research Policy
Ad hoc reviewer, Strategic Entrepreneurship Journal
Ad hoc reviewer, Journal of Management Studies
INFORMS/Organization Science Dissertation Proposal Competition, 2022

Reviewing: Conferences and Grant Organizations

Ad hoc reviewer, Academy of Management Conference
Ad hoc reviewer, Strategic Management Society Conference
Ad hoc reviewer, National Science Foundation

Professional Conference Service

Session chair, Diversity in Corporate Governance. Annual Meeting of the Academy of Management, Seattle, WA, 2022.

Doctoral Student Mentoring

First-year coach, Meng Xu, University of Georgia, 2023-present
External dissertation committee member, Yangyang Zhang, Stevens Institute of Technology, 2023
Guest lecturer, PhD Seminar in Financial Accounting Research, Georgia State University, 2018

University of Georgia

Terry College of Business Specialty Certificate Programs Committee member, 2022-2024

Georgia State University

Research seminar committee member, 2019

UT Austin

Department Representative, Graduate Student Assembly, UT Austin (2015-2016)

Professional Affiliations

Academy of Management; Strategic Management Society

TEACHING

University of Georgia

Strategic Management (MBA)

International Strategic Management (undergraduate)

International Strategic Management in South Korea (undergraduate)

Georgia State University

Strategic Management (undergraduate, capstone course)

University of Texas at Austin

General Management and Strategy (undergraduate, capstone course)

NON-ACADEMIC WORK EXPERIENCE

Organization for Economic Cooperation and Development (OECD) 2009

Trainee, Corporate affairs department (Paris, France)

Ministry of National Defense Psychological Operations (PSYOP) Group 2005 –2007

Army Interpreter, Republic of Korea Armed Forces

TECHNICAL SKILLS

Python, Natural Language Processing, Stata, R, SAS

REFERENCES

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